

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

September 3 1983

**Multiples keep
independent
out of a new
development**

**Contractors
in Scotland
face 3.4 pc
front-loaded
'clawback'**

**Macarthys go
with choice**

**Clinical
pharmacy:
GI tract pt 1**

**C&D's quarterly
business
statistics**

**Photographic
SPECIAL
FEATURE**

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*While stocks last

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Crookes Products Ltd., Nottingham NG2 3AA.

CREAM E45

For dry skin conditions.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

Carve-up?

Mr Ashwin Tanna's campaign in *C&D* against supermarket pharmacies received an unexpected boost this week when Mr Tanna, and *C&D*, were given details of a case in Edinburgh involving an independent pharmacist refused a chance to transfer his business into a new shopping development — because of opposition from Boots (see p360).

It is a case which highlights the problems associated with uncontrolled pharmacy distribution and recent changes in the public's shopping habits.

The problems appear to start with Safeway. They are moving into the new shopping centre and it is their policy to include a pharmacy whenever one would be viable. Critics should note that "viability" implies that the pharmacy will attract business and be used by the public — that is, the public will confirm by their custom whether the service is required.

But of course, the public will never be warned of the consequences of their transfer of loyalty — they will expect existing services in their locality (grocery, bakery, greengrocery, corner shops as well as chemists) to be on hand for the oddments, the forgotten items, and the service products and brands the supermarket does not stock. They are always disappointed, but the discoveries come too late.

Next we have Boots. They look at the Safeway pharmacy plans and the fact that all their traditional merchandise will be subject to cut-throat competition from other multiple outlets in the new centre and say that enough is enough. They make it a condition of taking a lease that there should be no further pharmacies in the development. Would that the independent could have had similar power and said that there was no need for a pharmacy in the centre at all!

But then, the independent (Mr McKenzie) had himself planned to go into the centre all along. It is not that he

necessarily believes that is where the service should be provided — more that he rightly expects the centre to emasculate all the traders in his shopping parade and commercially he must follow the trade if he is to stay in business. Unfortunately, not all of his customers can follow: those most in need of pharmaceutical services may have no daytime access to a car or may be too old to drive. And the pharmacist's services cannot always be added to a weekly shopping list.

Mr McKenzie vents some of his anger and frustration, probably unfairly, on Boots' director of professional services, Mr Bernard Silverman, whose Council election manifesto is thrown back in his face: "Multiples must not spar with independents. We live in an age of consumerism . . . where competition is encouraged and where restrictive practices are outlawed." Mr McKenzie sees very little opportunity to get the gloves on — and suspects Boots and Safeway of agreeing to carve up the business.

Mr Silverman denies the charge — and in a letter to the independent reiterates his support for an unrestricted marketplace, wishing Mr McKenzie well in his attempt to get a site in the centre. Mr Silverman also distances his Boots role from that on Council, which he rightly claims to be a personal one as a pharmacist.

Here we are back to the Society versus company chemists dispute on controlled distribution: the Society wanted control within a fixed distance of existing pharmacies; the companies said yes, but not in new shopping developments.

With BPA providing at least a measure of control around existing businesses, is the Edinburgh example the company chemists' ideal solution to new developments? If so, we urge Boots and other multiples to think again before it is too late — for them, as well as the independents. When pharmacies no longer provide a community service, the community will cease to have a need for pharmacies, and will look for their service elsewhere.

Multiples' pressure keeps out independent

An independent pharmacist is being kept out of a major shopping development in Edinburgh because Boots have made pharmacy limitation a condition of taking a lease.

The pharmacist concerned, Mr G.W. McKenzie, has already involved his local MP in the dispute and has now been forced to "go public" because he expects the development to have a disastrous effect on the council-estate business he took over about a year ago.

Mr McKenzie told *C&D* that when he bought the Inch Pharmacy he knew about the new development and hoped to transfer into it. There are no doctors on the estate and his 65 per cent prescription turnover is generated by customers who visit the ten-shop parade. Three of the parade's shops are empty — a supermarket and electricals business are among those which have closed — and Mr McKenzie is concerned that estate residents will take their custom to the new centre rather than the neighbouring supermarket. "If they do, I might as well close," he said.

The Cameron Toll District Centre, which is half-a-mile from Mr McKenzie's business, is developed by Gilbert Ash Estates Ltd who confirmed the Boots policy in a letter to Mr Michael Ancram MP. The letter said: "Boots have made it a condition of their lease that there would be no other individual unit let as a

pharmacy within the development and we have acceded to this request.

"However, by way of explaining the situation is that SavaCentre, the major store tenants, will be selling many items normally obtained in a chemist shop, such as toiletries, make-up etc, and Safeway, the food store operators, now have a company policy to include a pharmacy in their stores.

"Given this information, Boots were of the view that the centre as a whole could not support yet another pharmacy over and above theirs and therefore the reason for the restriction arose."

The letter stresses that Gilbert Ash do not normally accede to such requests and says that in a recent case they have terminated negotiations with a multiple national company seeking a similar restriction in respect of their commodities. "There will be over 30 shop units available for let . . . and every opportunity will be afforded to all local retailers to take up the leases."

Boots' policy challenged

Mr McKenzie has been promised that his case will be taken up by the "Private Business Forum" and has challenged Boots' policy through Mr Bernard Silverman, Boots' director of professional services, who is a member of the Pharmaceutical Society's Council. *Comment*, p359.

However, the DHSS's response to the RPA's July protest over dispensing doctors' pay (*C&D*, July 30, p176) has failed to satisfy secretary John Davies. In a further letter to Secretary for Social Services, Norman Fowler, he says profits can be compared even if payment methods cannot. Mr Davies singles out the double reimbursement of costs, reduced drug rates from pharmaceutical companies and wholesaler discounts — so far not clawed back — which he says are available to the dispensing doctor.

supplies of Durex. But it points out the products are not being supplied for the usual purposes. "In the event of cuts and other injuries a Durex can provide a sterilised finger stall and, if necessary, can carry up to one gallon of water."

James Locke, ex-parachute brigade special reconnaissance unit, is leading the team. They plan to locate and record rock paintings, monitor levels of human endurance and carry out archeological and geological studies.

Gallup not yet 'past the post'

Gallup's offer of a prescription labeller for pharmacists who take part in their prescription monitoring service has been taken up by 80 per cent of those who replied to the letter sent out at the end of July (*C&D* July 16, p108).

The bad news, says managing director Frank Collins, is that Gallup have only heard from a third of those written to, and that is not enough. Reminder letters are being sent out this week to those who have not yet replied, and will be followed up with a phone call. A second panel will be drawn up if there are still not enough people recruited.

Gallup are offering pharmacists a Riva labelling machine on advantageous terms in return for providing basic information on prescriptions dispensed. Some 500 selected pharmacists were originally contacted and asked if they would like to participate in the scheme.

Gallup are also involved in negotiations with six major pharmacy chains. So far around 12 of the major pharmaceutical companies have been signed up by Gallup to receive information from the service.

FPS admin study to go ahead

Management consultants Arthur Andersen have been appointed by the Department of Health to carry out the study, which was announced by Minister for Health Kenneth Clarke in April this year (*C&D*, May 7, p801), to look at ways of increasing efficiency in the administration of the Family Practitioner Services.

The study will begin in September and is expected to last several months.

'Locals' spot cuts

Although the national media seem to have missed out on the fact that the Government is following its 2.5 per cent reduction in drug prices with a £68m clawback from pharmacists, some local papers have picked up the story.

The *Morning Telegraph* and the *Star*, both in Sheffield, carry headlines "Chemists' jobs at risk over £68m" and "Chemist says new demands threaten jobs." Both papers spoke to Mr Bill Patterson, a Chesterfield pharmacist, who warned that the patient will also suffer because of a less efficient dispensing service.

DHSS response fails to satisfy RPA

The Rural Pharmacists Association has been told by the Department of Health that there is really "no valid way" of comparing the methods of payment to GPs and pharmacists providing dispensing services. Also, it has been reminded that an inquiry into dispensing doctors' discounts is now in hand.

Tough test for Durex!

A trans-Sahara expedition taking young people in groups of 20 overland through France and Algeria and on into the Tibesti mountains of Eastern Niger is being sponsored by LRC Products.

The company is putting £1,250 towards the ten-week trip — including

Scottish contractors face 3.4pc front-loaded 'clawback'

Details of the discount clawback on Scottish contractors have been announced by the Pharmaceutical General Council (Scotland).

A basic scale of discount averaging 6.5 per cent will be applied in Scotland from August 1 with a surcharge of 3.4 per cent running from August to December to recover discounts over-reimbursed to contractors since October 1980. This equates to £2.5m being recovered in the period to Christmas (ie this financial year). The total being clawed back is calculated at £4.7m — a figure of 7 per cent was used to calculate the indebtedness to the Government. The surcharge of 3.4 per cent will be reduced to between 1-2 per cent until July 1985, but the precise details have yet to be worked out. A new scale for the new discount rates will be produced in due course.

Unlike the agreement in England and Wales no amendments are being made to generics prices in the Drug Tariff. However, Dr C. Virden, PGC secretary, commented: "I imagine prices may fall to those seen in England, but there are no plans to introduce an 'S' price list in the Drug Tariff."

The Scottish Home and Health Department has also allowed a delay of one month in the 2.5 per cent reductions in drug prices imposed on the industry. They will now become operative for September prescriptions.

A letter informing contractors of the new arrangements was being sent out as C&D went to press.

The agreement was reached after a two-and-a-half-hour meeting last Friday, which Dr Virden described as "above par" for the course. "We have achieved the best deal we can get," he said.

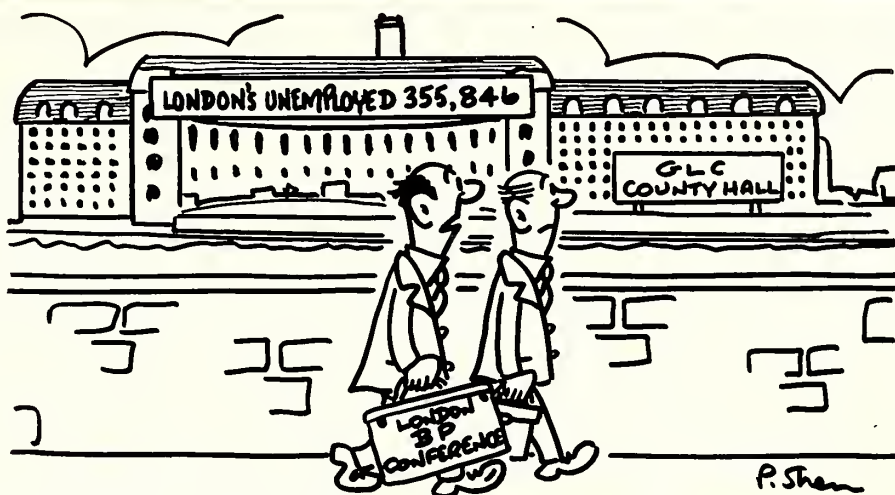
Generic prescribing for Scotland?

Generic prescribing may be implemented in Scotland as one method of helping save £16.4 million (1 per cent) cut from the Scottish National Health Service budget.

"A number of proposals regarding generic prescribing are under consideration by the Scottish Home and Health Department" a spokesman told C&D. Discussions are, however, at an early stage and no timescale could be given for implementation if the proposals are accepted.

■ Chemists and appliance suppliers in Northern Ireland in April dispensed 1,052,723 prescriptions (648,657 forms) at a gross cost of £4,917,922.54 with an average cost of £4.67 each.

Chemist & Druggist 3 September 1983



"Should we get a figure for pharmacists on the Society's building for Conference week?"

Revise Compendium more often, says DTB

The Data Sheet Compendium must be revised more frequently if it is to remain a reliable reference book, according to the latest *Drug and Therapeutics Bulletin*.

The Compendium, published every 15 months, takes six to eight months to print and distribute so it can be six to 24 months out of date when received, says the *Bulletin*.

Most prescribers tend to ignore individual data sheets because they are a nuisance to store. Even if data sheets are read, the new information can be identified only by comparing new with old which, claims the *Bulletin*, is too much to ask clinicians.

The *Bulletin* suggests that new material on the data sheets be emphasised by underlining or a vertical line in the

margin. A new edition of the Compendium should be produced annually and should include all products of all manufacturers. The new sheets should be kept next to the Compendium.

Important amendments concerning composition, dosage, contraindications and special precautions should be broadcast in the medical Press. It would help too if the British National Formulary and MIMS identified those products with revised data sheets since the last Compendium, says the *Bulletin*.

A spokesman for the Association of the British Pharmaceutical Industry feels that the marginal advantage of producing the Compendium every 12 months would not be cost-effective. Similarly the cost involved in including all products and emphasising changes on new data sheets would be too high. Companies are able to inform doctors of vitally important changes via direct mailings or representatives.

No gastric cancer link for cimetidine

Gastric cancer cannot be causally linked to cimetidine treatment according to the latest *Drug and Therapeutics Bulletin*.

Treatment with the drug "can lead to a low and transient exposure of gastric mucosa to putatively carcinogenic N-nitroso compounds." But if there is a risk, says the *Bulletin*, then it is likely to be greater in those patients on prolonged full dose treatment, particularly those with gastric ulcer who may have more vulnerable mucosa.

Surgical treatments also carry an increased risk of malignancy, says the *Bulletin*.

Several studies suggest that cimetidine is often given to patients with pre-existing unsuspected gastric cancer whose symptoms suggest peptic ulceration. Although diagnosis may be delayed it does not adversely affect prognosis, says the *Bulletin*. Most of these cancers are diagnosed within a few months of starting cimetidine and are already advanced.

The *Bulletin* estimates that at least 200 of the 12,000 patients who die from gastric cancer each year will have received the drug at some time.

N-nitroso compounds, which include nitrosamides and nitrosamines, can be formed by the reaction of nitrite with amines such as dietary amino acids and drugs including cimetidine. The reaction readily occurs in vitro at acid pH and certain N-nitroso compounds are carcinogenic in animals but whether this is so in humans is unproven.

Spermicidal sponge

Further publicity was given last week to a new contraceptive sponge with the brand name Today (C&D, May 28, p1012).

Independent Television News reported that the sponge has been launched in the United States and is expected to be launched in the UK next January. Made from polyurethane foam impregnated with the spermicide nonoxinol-9, the sponge is used internally by women and is said to have a success rate of 80-85 per cent. The manufacturers are ULI Corporation, Costa Mesa, California.



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Record Conference

The BP Conference, to be held in London September 12-15, looks set for a record attendance. Over 1,150 pharmacists and accompanying members have applied to attend at least one event.

The previous most popular venue was Exeter which attracted 1,068 people in 1979. Just under 1,000 registered for the previous London conference in 1973.

Boots back YTS

Boots are offering 1,170 places to school leavers under the new Government-sponsored Youth Training Scheme.

Almost 1,100 places are now available in the company's retail shops throughout England, Scotland and Wales, making the scheme one of the largest youth training programmes in retailing. An additional scheme, with 100 places, is based at Boots' Nottingham factories, warehouses, laboratories and offices.

Boots say they cannot guarantee jobs at the end of the scheme, but hope many will have an opportunity to become permanent employees.

■ The Animal Health Trade Associations Group is preparing a code of practice for merchants selling or supplying animal health products in consultation with the Pharmaceutical Society.

Deaths

Norton: As *C&D* went to press it was learned that Professor D.A. Norton, FPS, president of the Institute of Pharmacy Management International and former head of the school of pharmacy, University of Bath, had died on August 29; he had been seriously ill for some time. Further details and tributes next week.



Mrs Janette Stephenson and Dr James Smith, joint winners of the £750 1982 MSD award received engraved silver salvers after presenting a lecture entitled 'An investigation into the provision of information with anti-hypertensive drugs' at a recent Guild of Hospital Pharmacists meeting.

TOPICAL REFLECTIONS

By Xrayser

Horror story?

There are times when, having read comment on what I have written, I have to go back to see what I actually said. "Oh well," I think, "... the price of fame." But having looked at my last article on fleas on darling Fifi, I have to wonder at A.J. Grayling, the group product manager, Sherleys division, Ashe Laboratories, in giving us one of the most pompous bits of horror-struck hands-in-air piety I have seen since I was kicked out of Sunday school for pinching Nancy Bloomer's bottom during silent prayers.

Let's clear the air. I write for pharmacists. Equals. I kick words around for fun and, occasionally, for point. But if anyone cannot see when I'm playing up a good story with a mild exaggeration then they had better confine their reading to other journals or — better still — "the detailed leaflet on how to deal with flea infestation" which he offers to anyone interested. But don't read Xrayser. He might mislead you. And now, before anyone else makes haste to save us, I confess I was never kicked out of Sunday school — and alas Nancy Bloomer is a figment of my imagination (pity).

New contract?

C.R. Cleverly of Dorset tells us he has it on good authority there is to be a formal contract for *pharmacist contractors*. Is there by jove! It's the first time I've heard of it — and I keep one ear so close to the ground the other has been mistaken for a roadstool.

But ignoring all the minutiae of contract details to be argued over, is he suggesting the Government is to abandon having contracts with corporate bodies in favour of a contract with the pharmacists in charge of any set of premises? It would be a major step forward for the profession if it were true, since overnight the PSNC would become the true negotiating body for pharmacists we would all like.

I can't see it myself, so regretfully must relegate the rest of the rhetoric to dreamland. However, the Editor tells me Mr Cleverly has confided a potentially-informed source — though PSNC claims to be in the dark. Is there really a hope dreams can come true?

But how?

Incidentally, I love the way we all keep telling the PSNC it should immediately do this survey, or conduct that poll, and

otherwise busy itself. From my reading of reports in this journal alone, I have the impression the salaried officials...four? or is it five? — can't exactly be spending their time, feet on desk, smoking cheroots. How many calls did they take over the last snatch-back — 100? I am exhausted with a dozen a day.

If it were the Society we were talking about, with all of its staff resources, I could understand a bit of *angst*. But when Mr Cleverly and the others tell us we should be getting vastly more favourable terms than at present, and it is a scandal which should no longer be tolerated, we hear empty words, in volume. Wishful thinking, to which the only answer is: "Tell us how?" Surely he has read the account of the meeting between the DHSS and PSNC? What more can be said?

Off-the-shelf

I had to look at the shelving that holds the analgesics yesterday. I had been told there was no room when I handed the staff the 12 free ibuprofen from Crookes (selling at 55p for 12) and the two packs of ibuprofens (selling at 88p) and the much larger one (selling at £2.40) from International Laboratories.

Since we have few genuine alternatives to aspirin and paracetamol available only from pharmacies, I thought it worth making space.

And then the full horror of the present-day analgesic stock range struck (see also *Letters*, p391). Should you keep the solubles? Or retain the various packs of 12 or 25 which represent the maximum sizes which may be sold if I am out of the shop for any reason? Should you stock whole ranges? Or new double strength; or last and more ludicrous, the *combined* aspirin and paracetamol. When I look at the frantic efforts of manufacturers to fill my shelves with a million variants of their basic product, my heart sinks.

So we look at the sales records and put a big black pencil to the slows. How I'm sick of them. Why can't the NPA and Boots and Unichem combine to make one decent product in the traditional mould (calling it Pharmacine?) — advertise it as being available from all pharmacies — so we would know where we stood and could give the old heave-ho to the bulk of the duplicates that clutter our shelves.

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FOR BACK PAIN

COUNTERPOINTS

£1½m TV campaign for instant launch

Wander are entering the instant drinks market with the national launch of instant Ovaltine and instant hot chocolate drink. A £1½m television campaign, which breaks late September running through Autumn and Winter, will feature four separate commercials.

Packed in four sachet cartons (£0.48) and 25 sachet polybags, (£2.50) the instant drinks are made up by adding hot water.

Research by the company found that the introduction of the instant packs does not take sales away from the traditional lines. Over 70 per cent of our instant was being consumed during the day, say Wander, so any substitution was coming



from daytime drinks like tea and coffee.

"Our entry is based on four key points," says marketing manager John Drumey, "best tasting products, best packaging, competitive pricing and heavyweight advertising — all of which we think we've achieved." *Wander Ltd, Station Road, King's Langley, Herts WD4 8LJ.*

Flipping its lid . . .

Sensodyne dental floss is relaunched in coloured flip-top containers (£0.84) with clear plastic outers. An instruction leaflet is included at the front of the pack and length of the floss has been increased to 30 metres.

The containers in red, blue, yellow and green come in a new display outer of one dozen (£6.17 trade). *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ.*

A novel approach?

Elida Gibbs and Corgi Books have joined forces for a novel promotion. A Corgi "Circle of Love" romantic novel is to be given away free with every purchase of Impulse bodyspray. Retailers taking part in the promotion will be supplied with a selection of books. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1.*

Lilia-White vouchers "free-for-all"

Lilia-White are offering a free £1 record token or a gold-plated neckchain in a Lil-lets on-pack promotion. In addition some 270,000 of the booklets "Growing up with Lil-lets" are being inserted in *My Guy* and *Oh Boy*.

To receive the two free gifts consumers need collect two "Free for All" vouchers for the gold-plated neckchain and four vouchers for the £1 record token. The vouchers are featured on the promotional packs — one on packs of 20s and two on packs of 40s.

Following the booklet insert, editorial competitions are being run in both magazines as well as *Loving*. Coupons offering readers free samples of Lil-lets will be included in the competition entry form. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Jo-ba on TV

A £½m national television campaign for the Jo-ba haircare range breaks on September 5. Initially screened in the Thames, Yorkshire, Tyne Tees, Anglia, Central (Midlands) and Scottish regions for four weeks, the commercial will then be seen in the Granada and Southern regions for a further four-week burst. Two new shampoos, for oily and dry hair have now been added to the range (both 250ml, £1.15). *Jo-ba Ltd, Vincent House, Garman Road, London N17 0UR.*

A digital pen watch worth £6 is the consumer in-pack free gift with Philishave double action shavers. Open to all Philishave stockists the promotion will run as long as stocks last. The pens are guaranteed for 12 months. *Philips Small Appliances, Drury Lane, Hastings, East Sussex*



Skincare range with European 'flavour'

A natural skincare range available in Holland and Belgium for the past 10 years from manufacturers ACF is to be launched onto the British market through chemists and department stores.

Retail prices for Millers natural skincare range from £1.66 for a 200ml shampoo, £1.99 for day and night creams and lotions to £3.35 for a 1000g jar of bath salts. A baby care range incorporates bath / shampoo, bottom creams, cradle cap cream and hair and skin lotions (all 200ml bottles, £1.99). Also included in the range are skincare treatments for dry, greasy and combined skin, together with hand care, hair care and sun prep ranges. The range has a profit margin of 75 per cent on cost says the company.

Two floor-standing units — ½m and 1m wide hold six and one dozen of each item in the range. Minimum opening parcels are three of each item (£131 trade). An advertising campaign is being finalised — part of which is expected to run in the local Press listing stockists.

Also being launched into the UK is a bronzing cream, Uvamed (£4.95) for use with sun beds. The cream has been available through salons and will now go through retail outlets. A counter display unit of 10 is available. *Millers (UK) Ltd, 7 Back of the Inns, Norwich, NR2 1PT.*

Moulinex duo

Moulinex are adding two new styler drier models to their hair care range. In cream and coffee colourways, Beautyline 1 (£11) comes with styling brush and comb attachments while Beautyline 3 (£13), styled in navy blue, is supplied complete with two brushes, comb, blow-dry nozzle and detachable handle. *Moulinex Ltd, Station Approach (Coulson North), Coulson, Surrey CR3 2UD.*

Mentholatum bonus

Mentholatum lozenges and balm (tin and tube) are available 12 as 11 until October 31 while balm in a jar comes supplied 12 as 10. Also included in the Mentholatum "Big Profit" bonus are Deep Heat spray and rub (35g and 67g) all supplied 12 as 11 (100g size, 12 as 10). Stop 'n Grow, together with Snug 1 and 2 cushion packs are 12 as 11 and Cutipen 12 as 10. Orders for 18 dozen or more Mentholatum sticks and case orders of four dozen or more will be met 12 as 10. *The Mentholatum Co Ltd, Longfield Road, Twyford, Berks.*

COUNTERPOINTS

£1½m relaunch for Imperial Leather

Cussons are spending over £1½m on the relaunch of Imperial Leather, with a two-month, £700,000 national television advertising campaign commencing September. Imperial Leather soap, dry anti-perspirant deodorant, shower gel, foam bath and talcum powder have been repackaged and the soap given a more luxurious and traditional "look". Shower gel has been given a "sporty" appeal while bath foam now matches the luxury of the soap.

A consumer competition using two million leaflets at POS has, as first prize, a trip for two on the Orient Express and a weeks holiday in Venice. Packs of dry anti-perspirant deodorant with 30 per cent extra free and money-off packs of talc also support the range. *Cussons UK Ltd, Kersal Vale, Manchester M7 0GL.*

Two for one packs

All Jordan adult toothbrushes will be available in twin-packs for the next six weeks. The packs will retail for £0.69. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Trimprint ad support

Kodak are backing their Trimprint instant film with colour spreads in Sunday supplements and the *TV Times*. The advertisements should be seen by 70 per cent of the adult population several times over, they say.

Available for Christmas sales is a "Party pack" POS unit displaying an instant camera alongside a selection of give-away novelties and streamers. Other POS material includes camera and door stickers and a leaflet dispenser / counter card. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

Unichem jewellery

Unichem are test marketing a Corinne range of jewellery in their Newcastle and Walthamstow branches. If the tests prove satisfactory all 12 branches will stock the range, says Bill Hart, assistant marketing director.

The range comprises 99 items of earrings, neck chains, bracelets and pendants in nine carat gold and sterling silver. Retail prices range from £3-£25. Each item is boxed and displayed on a stand which is now available for delivery.



Mr Jim Abbott, MPS, of J.A. Abbott, Sunderland receiving a commissioned portrait from artist David Shepherd — first prize in the Beecham Proprietary Medicines 1981-82 "Investing for return" display promotion. A Winter landscape featuring elm trees was the theme chosen by Mr Abbott. Pictured from left to right are Colin Atkinson, Beecham Proprietary Medicines sales director, Dawn Abbott, Jim Abbott and David Shepherd

Unichem are offering the stands and contents on a sale or return basis to help introduce the idea. They will take them back in January with any unsold items purchased from the original stand. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Tape gives story of Coldcare

Richardson-Vicks are distributing to pharmacies an 18 minute tape recording about their recently-launched Coldcare capsules (*C&D*, August 6, p215). The cassette, available from representatives, gives technical information, personal testimonials from pharmacists and their customers in the test area, and anecdotes from the naturalist David Bellamy.

The capsules contain paracetamol, dextromethorphan, and phenylpropanolamine and the advertising support will concentrate on the product's

ability to relieve the major cold symptoms without causing drowsiness. A £1.1 million national television campaign, based on the promise "Coldcare takes on your cold while you take on your day," starts on October 27 and extends through the winter. *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.*

Guessing with Bayer

To promote Natrena, Bayer are to run a competition exclusive to independent chemists during September and October with, as first prize, a Kirby Lester pill counter. Entrants have to guess the number of Natrena tablets in the pill counter tray, featured on the entry forms available from Bayer sales representatives. *Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berks RG13 1JA.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Le Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1s
Bt Breakfast Television		C4 Channel 4

Arrid antiperspirant deodorant:	Ln, WW
Bic razors:	All except U
Cidal soap:	Bt
Hedex soluble:	All except U
Lucozade:	All areas
Oil of Ulay:	All areas
Optrex lotion and drops:	All areas
Sunsilk complete care shampoo:	All areas
Yardley ESP fragrance:	Ln, So
Yardley Pure Silk:	All areas

Primrose is the latest addition to the Yardley Flower Sellers range and is described by the company as a "delicate floral fragrance with a charming shy individuality." Available in a spray cologne (25g, £3.25), perfumed talc (100g, £1.70) and perfumed soap (75g, £0.99) introductory offer prices are £2.15, £0.99 and £0.75 respectively. Yardley of London Ltd, 33 Old Bond Street, London W1



**After producing the
country's best selling soap,
what do you do for
an encore?**



COUNTERPOINTS

J&J 'drum' up sales of cotton bud packs

Johnson & Johnson are introducing drum-shaped packs, made of shatterproof white card with a see-through lid, for the cotton buds range. Suitable for both baby and adult usage the cotton buds come in three pack sizes — 200s (£1.40), 100s (£0.85), and 50s (£0.56), and there is also a small flat pack containing 25 buds (£0.30) — useful for travelling or when space is limited.

An on-pack promotion offering the consumer the opportunity to claim back half the price she paid for her new pack of cotton buds will support the launch and there will be sampling through Bounty Bags with leaflets incorporating a 10p coupon. A national television campaign is scheduled for January and February of next year.

For POS J&J are introducing a counter display unit, featuring the cartoon character, Johnson Junior. This contains twelve each of the 25s and 50s



packs, eight of the 100s and six of the 200s packs. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Halls shed light on Mentholiptus sales

Halls Mentholiptus are offering retailers a free Ever Ready Power Beam II handlamp (including batteries), in exchange for 10 Mentholiptus outer tops via Halls handling house. This offer is open until February 29. A consumer promotion via women's magazines and POS material, will offer consumers the chance to collect Mentholiptus hot toddy mugs and a national television advertising campaign is scheduled for the Autumn with a new commercial featuring the cartoon character Menthoman. *Hall Brothers, Dumers Lane, Radcliffe, Manchester M26 9QT.*

TV support for Aladdin flasks

A vacuum carafe and a ½L size for the re-packaged Pump-a-drink line join the Aladdin flask range which is to be supported from October until Christmas with a £400,000 television and Press campaign.

The carafe is available in ½, ¾, 1 and 1½L sizes (£8-£13) in 10 colours including chrome and copper and four styles while Pump-a-drink is now available in a ½L

size (£3.21) and a chrome colour scheme.

Advertising is scheduled for the London, Yorkshire and Tyne-Tees television regions using thirty-second bursts, and in the leading women's Press. The campaign will be repeated in the Spring. *Aladdin Industries Ltd, Westgate Interchange Estate, Saddle Back Road, Northampton NN5 5HL.*



Mr Dinesh Patel of Temple Pharmacy, Pitshanger Lane, Ealing receiving his cheque for £500 from Mitch Lucas, territory manager Plough UK. Mr Patel is one of the area winners in the Rinstead display competition.

PRESCRIPTION SPECIALITIES

Intal Halermatic

Intal Halermatic (£1.50 trade), a new device for inhalation of Intal and Intal Compound Spincaps is launched next week, to hospital doctors first.

It works at lower flow rates than the Spinhaler because of improved powder technology, one inhalation normally being sufficient to empty a capsule compared with two or three with the Spinhaler. Halermatic is easier to load, the capsule being pierced on assembly and has storage space for Spincaps. Fisons do not envisage a mass changeover from the Spinhaler, which is still available, but say the Halermatic will perhaps help people who had difficulty with a more complicated device. *Fisons Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Steri-Strip reminder

3M Health Care remind pharmacists that only the community care pack of Steri-Strip skin closures (R.1541GP) is prescribable on FP10 or GP10A. Prescriptions filled with the hospital pack will not be reimbursed. *3M Health Care, 3M House, PO Box 1, Bracknell, Berks.*

Encore!

Imperial Leather is spending over £1½ million to re-launch a great range of family toiletries.

Imperial Leather soap, Britain's number one seller, now comes in a new, more luxurious pack.

So do Imperial Leather Shower Gel and Bath Foam.

And Imperial Leather Dry is now in a "30% extra for free" can.

The re-launch budget will

ensure everybody gets to see our new TV "Train" commercial for Imperial Leather soap and Dry.

And to top it all, there's an exciting consumer competition with a first prize of a holiday on the Orient Express.

Everything you need to put more money in your pocket. How's that for an encore?



More in store
for the 80's.



Pain relief that is built to last

Good news for those of your customers for whom pain is part of everyday life. Many could benefit from the anti-inflammatory power of aspirin, power that paracetamol cannot offer, if it were not for the potential effects of aspirin on the gastric mucosa.

New Duralin provides up to six hours' relief from pain and inflammation. Yet each two-tablet dose contains, in addition to 1000mg aspirin, 450mg of antacid. This not only speeds absorption but also reduces acidity, making Duralin kinder to the stomach than plain aspirin.

New Duralin has been developed by Bristol-Myers, one of the world's top ten pharmaceutical companies. Duralin comes in solid dose form (tablets and capsules) because research shows that that's what your customers prefer.

Duralin is a new dimension in long-lasting pain relief to add to your armoury. Bristol-Myers will ensure that your customers are made aware of where the enduring power of Duralin can be found: in their local pharmacy.



New
Extra Strength *
Duralin



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By Mr R.J. Greene and Dr N.D. Harris, Chelsea College department of pharmacy, University of London

Anatomy and physiology of the GI tract: part 1

The next five articles in this series will concern the major diseases of the gastrointestinal (GI) tract and these will complement previous articles in this Journal by Dr Li Wan Po. The series will concentrate on oesophagitis and hiatus hernia, peptic ulcer, and inflammatory bowel disease, and there will be a special article on stoma care. The series will start with a brief review of relevant gut anatomy and physiology, and will end with a guide to gut symptomatology, screening and counselling.

This article reviews some of the important aspects of GI biology which are necessary for an understanding of the pathology of more serious gut diseases and symptoms. Many of these points will be developed in greater detail in subsequent articles. However, it is useful to have a synopsis of GI anatomy and the physiology of motility, secretion, digestion and absorption, as well as the fluid, electrolyte and pH balances of normal GI function. The article will also briefly review modern techniques for the investigation of GI problems.

being in the degrees of development of the various tissues. Thus the stomach and rectum are not much folded (or villous), the colon is not very glandular, and so on. One feature which occurs intermittently throughout is the presence of valves or *sphincters*, ie. specially developed bands of muscle which control the flow through connections between the various regions of the gut. Some are complex and very effective, eg. the anal sphincter, whereas others are relatively ineffective, eg. the gastro-oesophageal sphincter.

A simple reminder of the principle regions of the gut is given in Fig 2 (see p372), which also shows the main sphincters.

Blood Supply: The gut can receive more than 30 per cent of the cardiac output after a meal and all splanchnic vessels except those supplying the mouth and oesophagus eventually join to form the hepatic portal vein, which carries nutrients direct to the liver. This emphasises the role of the liver in metabolising nutrients, and protecting the main circulation from potential toxins. Drugs may be partially metabolised here before reaching the circulation, and thus have a reduced effect. This "first

pass" metabolism precludes oral administration of some drugs (even if they are not destroyed by gastric acid) or requires much larger doses than are effective parenterally (eg. isosorbide dinitrate). Buccal or percutaneous administration can circumvent this problem, eg. glyceryl trinitrate. In addition, these routes, and rectal administration, also avoid possible digestion. Further, the delay in reaching effective serum levels caused by hepatic passage is eliminated.

The splanchnic circulation is controlled, as in other tissues, by a combination of local and central influences, both of which mediate increases in blood flow in response to meals. The circulation to muscle and mucosa may be controlled separately. Impairment of this blood supply, in addition to interfering with digestive functions, is also implicated in diseases of reduced mucosal auto-protection. For example, midgut ischaemia (eg. after surgery, embolism, or even a myocardial infarction) can cause a pseudomembranous colitis, and impairment of gastric blood supply may be a factor in some types of peptic ulcer.

Innervation: The centrally mediated autonomic control of the gut is mainly via the parasympathetic nervous system, but

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Anatomy and Function

Structure: The different regions of the gut vary considerably in gross structure and function. However the histological structure of the whole organ is very consistent, comprising mainly a regular arrangement of muscle, gland and nerve tissue (Fig 1).

The epithelial lining consists of a mucous membrane with a rich blood supply supporting glandular tissue (the submucosa) and a thin layer of muscle. It is highly folded to increase surface area and facilitate absorption. Surrounding the mucosa are two further layers of smooth muscle separated by nerve plexi. Usually there are two longitudinal muscle layers and one circular in all. Gut muscle is typical smooth (unstriated or involuntary) muscle which is suited to the slow rhythmic co-ordinated waves of contraction needed for peristalsis. The whole mass is covered by a tough connective tissue coat continuous with the sheets of mesentery which support the loops of gut in the abdominal cavity and also carry the blood and external nerve supplies.

This structure is fairly consistent throughout the gut, the chief variation

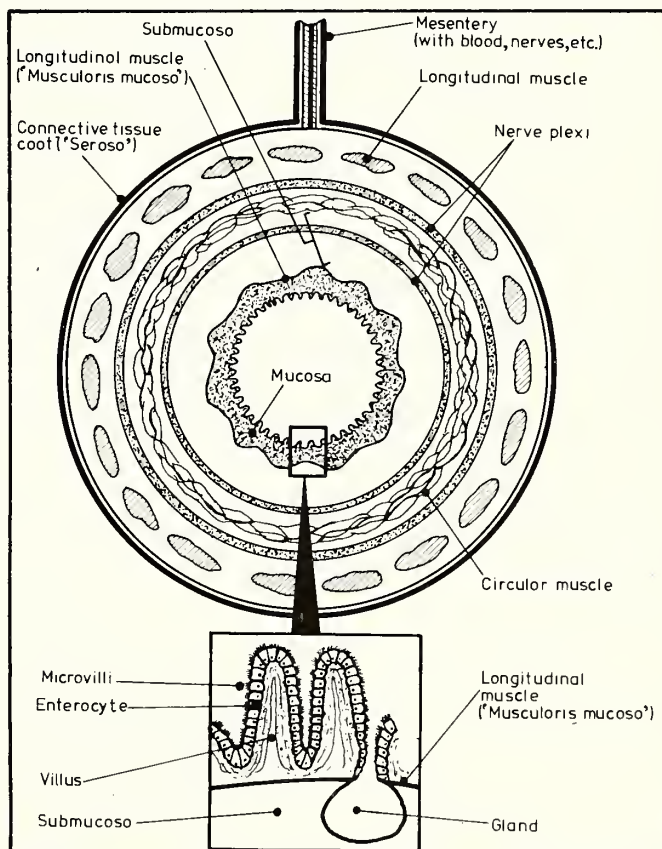


Fig 1: Transverse section of the gastrointestinal tract showing histology

Continued from p371

The GI tract — anatomy and function

only gross changes in motility and secretion are caused in this way, by greater or lesser tone in the vagus nerve. But the central nervous system is not all that important in the GI tract, except for control of splanchnic blood vessels and various endocrine or special organ functions such as the pancreas. However exceptional activities like vomiting are co-ordinated centrally.

On the other hand, central influences probably cause gut *dysfunction*. The gut is, like the skin, a frequent target for psychosomatic symptoms. Mental state has both acute and chronic effects on function, including the acute mild diarrhoea of fear or anxiety, chronic "stress" ulceration, psychogenic constipation and the nausea of disgust (which has a revealing etymology, along with "I can't stomach it"). Emotion, personality and gut function are closely related, as Freud pointed out.

Motility: The CNS can thus only exert a general regulatory influence on the gut; the nerve plexi in the gut wall are far more important in co-ordinating peristalsis and these are controlled by local reflex arcs and local hormones.

Receptors for stretch, intraluminal pressure and type of food monitor the internal gut environment and the nerve plexi co-ordinate the main circular and longitudinal muscle as well as the sphincters.

An increasing number of peptide hormones are being discovered in the gut. Some, like cholecystokinin (CKK), have become well established as true local hormones; the function of others, like vasoactive intestinal peptide (VIP), motilin and secretin, is still conjectural. Interestingly, in spite of the well known opioid gut receptors, enkephalins and endorphins are not yet recognised gut hormones although they have been found in the gut. Dopamine may also have a role in GI motility.

The importance of bulk and thus of stretch receptors (baroreceptors) in the gut, long recognised by folk wisdom as important for "regularity", has received additional support from recent evidence of the correlation between the lack of dietary fibre and various GI disorders, including cancer, gallstones, diverticulitis and colitis.

Secretion: Like motility, secretion is under both local and central control. For example, acid and enzyme secretion can occur in two ways. When food in the stomach is sensed, afferent nerve impulses run to the CNS, triggering efferent vagal

impulses which eventually cause secretion. In addition, the food stimulates *gastrin* secretion, which also causes acid and enzyme secretion. However, once initiated in the stomach the process is subsequently primarily under local control. Chyme entering the duodenum stimulates pancreatic and gall bladder secretion, once again by local hormones or reflex arcs. Some of these hormonal influences can be quite indirect. For example, chyme in the duodenum stimulates the intestinal release of *secretin*, which is carried in the local blood supply to stimulate the release of gastrin. Gastrin, as well as stimulating the release of gastric acid, promotes mucosal growth and has been shown to mediate the release of both insulin and glucagon, although the physiological significance of this is not known. Tumours of tissue that produce gastrin can cause vastly excessive acid production and multiple ulceration (the Zollinger-Ellison syndrome).

Thus the ostensibly simple functions of motility and secretion are the product of a complex interplay of neural and hormonal feedback mechanisms, ensuring utilisation of nutrients in a smoothly co-ordinated sequence. The control of acid secretion will be considered in more detail in the next article.

Digestion

This is essentially a two-stage process of enzymatic hydrolysis, initially catalysed by acid and subsequently by alkali. The acidic role in digestion is indirect, though its protective function is direct.

As a result of the various controls already discussed, the process of digestion can be seen as three distinct phases. The *cephalic phase* may not always be present. It represents the higher central influence on secretion, such as the sight or smell of food, its taste or even its anticipation: literally "making one's mouth water". Normally this accounts for only about 10 per cent of all digestive activity, but is much affected by mental state.

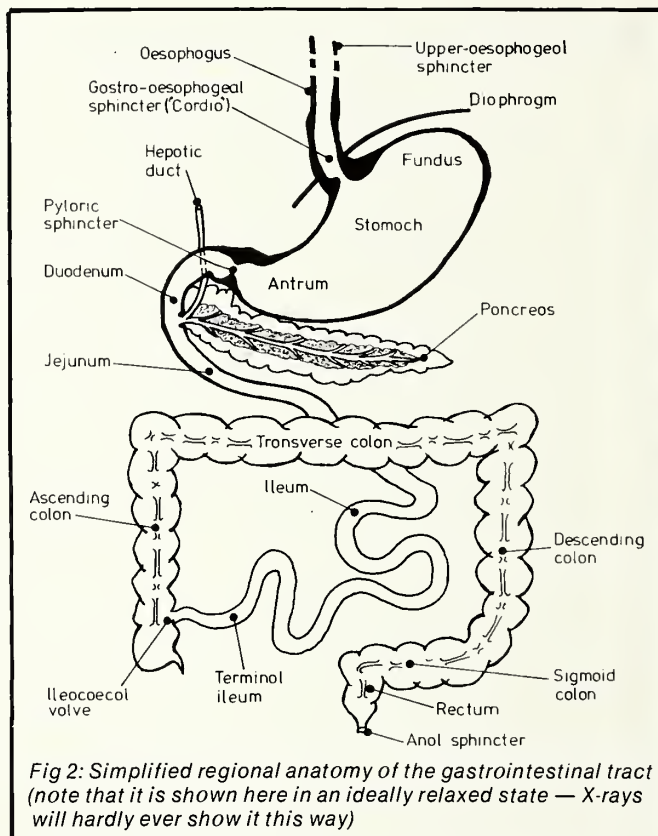


Fig 2: Simplified regional anatomy of the gastrointestinal tract (note that it is shown here in an ideally relaxed state — X-rays will hardly ever show it this way)

The *gastric phase* is mediated by distension of the stomach. This causes direct release of gastrin and also initiates reflexes via the CNS and the local plexi, which increase motility, acid and enzyme secretion and gastrin release. Chemoreceptors for various food constituents also mediate digestion. The stomach has various functions. Its acid environment favours certain proteolytic enzymes which initiate protein digestion; some toxins and pathogens are also destroyed. (The mucus also contains some antibodies). The digestion of carbohydrates, initiated in the mouth, is also continued here.

The stomach also produces *intrinsic factor*, essential for cyanocobalamin (Vit B₁₂) absorption, and an alkaline mucus to protect itself against autodigestion. Many other parts of the gut are similarly protected. The overall health of the stomach is related closely to the quality of the mucosal barrier, and defects in this so-called *cytoprotective* function may be responsible for some types of ulceration. Another feature of the stomach is to act as a temporary storage organ, delaying and smoothing out delivery of a thoroughly mixed, partially digested chyme to the intestine.

Patients who have had a total or partial gastrectomy do not have their nutrition much compromised, but may

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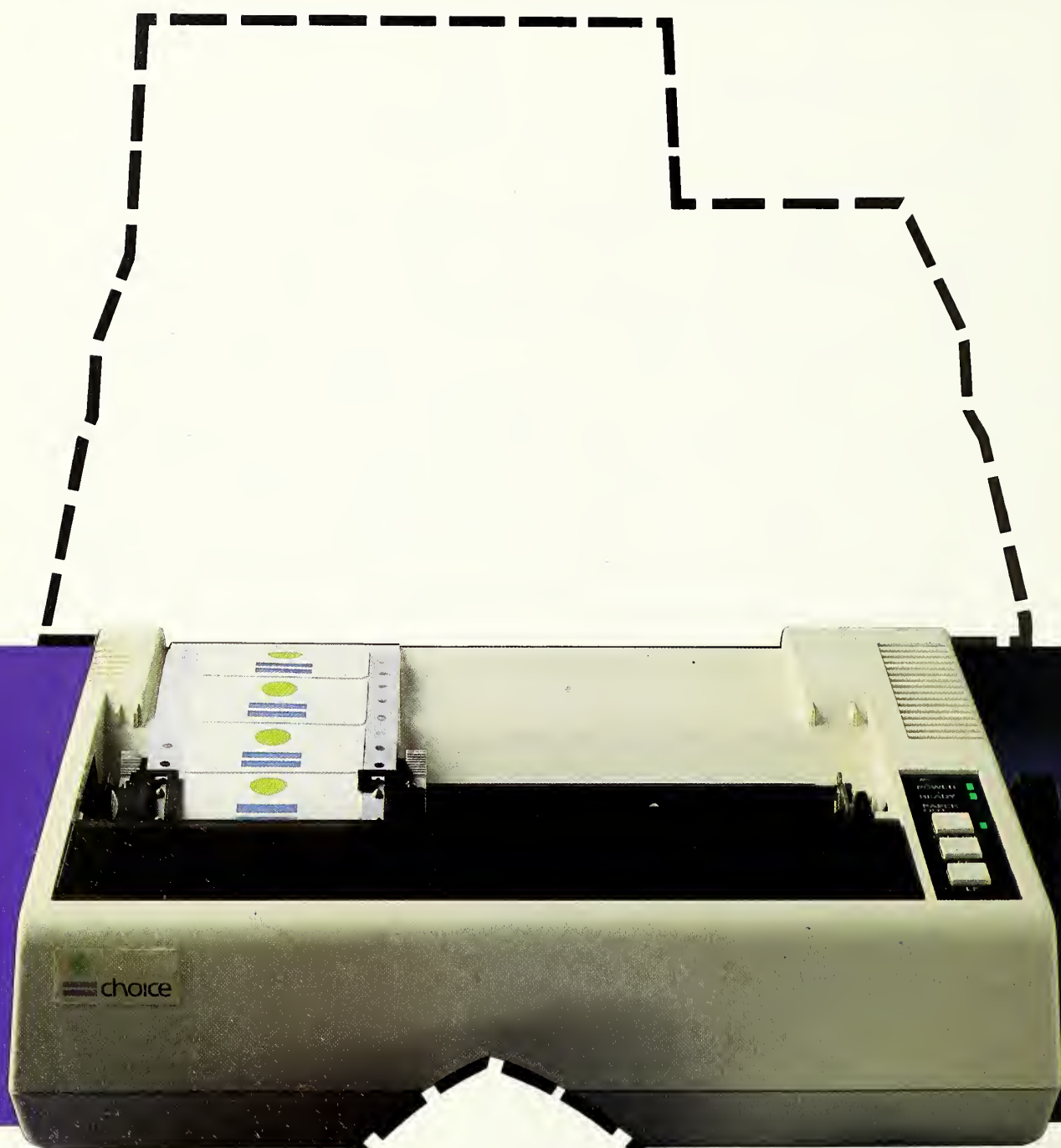
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More than just technology

Macarthys



Continued from p372

suffer from the "dumping syndrome," a severe weakness after heavy meals which seems to be caused by a rapid pooling of fluid in the intestinal lumen, partly osmotic, partly just an accelerated intestinal secretion. In addition, pathological changes in gastric emptying time can cause disease. Delays may produce nausea, and rapid emptying is associated with duodenal ulceration. Thus the digestive function is not crucial to nutrition, but its other functions are important.

As chyme enters the duodenum through the pylorus it initiates the *intestinal* phase. Secretin is released and causes pancreatic and biliary secretion. The former produces sufficient alkali to neutralise gastric acid and bring the pH to near neutral. It does not however, contrary to popular belief, always produce a markedly alkaline medium. Pancreatic enzymes work better near neutrality, and continue protein and carbohydrate digestion, whilst biliary constituents solubilize dietary fat. The intestinal wall also secretes some enzymes, but mainly it supplies high quantities of a neutral fluid, of a similar composition to tissue fluid, as a temporary solvent and vehicle for intestinal transport and absorption. Like the stomach it also produces a self-protective mucous, particularly near the pylorus.

The final stages of digestion are carried out within the intestinal lining cells, or *enterocytes*, during absorption. Here short polypeptides and oligosaccharides are reduced to individual molecules for transport to the liver. This process, especially intense in the duodenum and jejunum, continues throughout the ileum, as absorption follows digestion. The same local reflexes we have discussed already ensure smooth bulk transport and co-ordinated operation of the sphincters.

Like many other organs in the body we have much more intestine than we really need, and sometimes quite dramatically extensive surgical removal (resection) still permits a reasonably healthy life, although some modification of the diet may be necessary.

Absorption

Most absorption goes on in the first few feet of the ileum, in the duodenum and jejunum. The absorptive area is vastly increased by infoldings and finger-like villi, which themselves are covered by a much furrowed "brush border" of microvilli, as part of the luminal surface of the enterocytes. In this way the surface area is increased some 500 fold over that of a simple hollow tube.

Absorption utilizes two processes:

generally water and lipophilic substances diffuse, whereas ions and nutrients, such as amino acids and monosaccharides, are actively transported. Water diffuses mainly under osmotic forces; most of it of course has been secreted into the lumen in the first place, so this represents recovery for fluid conservation.

Fats show a unique mechanism, whereby micelles of solubilized fatty acid, once they reach the brush border, give up their contents and the solubilizing bile salts are returned to the chyme. Triglycerides are then resynthesized in the enterocytes from fatty acids and glycerol, then form *chylomicrons* which move into lymph channels within the villi. The bile acids themselves are absorbed in the distal ileum for recirculation and reuse via the liver. Failure to reabsorb bile acids produces diarrhoea, malabsorption and steatorrhea.

Whereas the duodenum and jejunum are the most villous, the stomach, being non-villous, absorbs little but highly lipophilic substances such as alcohol or unionised (acidic) drugs. Clearly conditions or drugs which delay or accelerate gastric emptying or change the pH, can have considerable influence on drug absorption, the likelihood of peptic ulceration, or the induction of nausea. For example, *propantheline* delays the absorption of most drugs by reducing

Continued on p376

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Continued from p375

The GI tract — absorption

gastric motility, whereas the antiemetic action of *metoclopramide* is in most part due to its accelerating gastric emptying, which also promotes drug absorption.

The colon too is not highly developed for absorption. Its main function is to recover as much of the remaining water as possible whilst still allowing adequately mobile formed faeces. In addition it provides an environment for numerous commensal micro-organisms, many of which would be toxic or pathogenic if elsewhere in the body. Gastrointestinal flora include aerobes such as *coliforms*, anaerobes such as *Bacteroides* and *clostridia*, and various fungi (yeasts). The significance of these symbiotes is not fully understood (they may be vestigial), nor is it known why they are largely absent from the ileum: possibly gastric acid and ileal motility account for this. However they may confer some benefit on the host because their metabolism produces many B vitamins and vitamin K; the latter is definitely of nutritional value to humans.

On the other hand, the toxic amine waste products of these flora are detoxified by the liver, and in liver failure these, along with other amines produced by digestion, may be responsible for the CNS syndrome *hepatic encephalopathy*. This is why broad spectrum non-absorbable antibiotics are given in liver failure. Such therapy is also important before bowel surgery, to guard against accidental infection of the peritoneum or blood by these pathogens. Recently the importance of anaerobes has become recognised, making *metronidazole* and more recently *tinidazole* most useful drugs for the treatment of infections following bowel surgery.

Fluid, electrolyte and pH balance: In addition to the 1,500ml of water usually taken in the daily diet, the gut secretes more than 7 litres of water a day into its lumen. This of course would be an unacceptable loss, so all is eventually reabsorbed, mostly in the distal ileum. About 1,500 ml enters the colon daily, but only 500ml is usually present in the faeces. This represents about two-thirds of the faeces, the remainder being undigested fibre, bacteria, and sloughed enterocytes. Thus faeces are produced even in starvation.

The enormous amounts of acid secreted produce a temporary mild alkalosis, the postprandial "alkaline tide," but this is neutralized by the greater quantity of mildly alkaline ileal secretions. Normally an overall balance is kept, with no significant loss of alkali or

acid. Likewise important cations are reabsorbed, particularly potassium, which is found in high quantities within gastric secretions.

Temporary or chronic GI disturbance can upset these balances. Prolonged vomiting can produce alkalosis, as can over zealous use of absorbable antacids. Diarrhoea is less likely to cause acidosis, though in children, or in adult dysentery, it can do so. More common in diarrhoea is the possibility of dehydration and electrolyte losses, especially potassium. The high turnover of GI fluid explains why fluid and electrolyte replacement is so essential in severe diarrhoea. Indeed death from cholera is often due to dehydration rather than anything else.

Malabsorption: The complex interplay of functions can be upset in many ways and a common result is a generalised failure to absorb nutrients. There are a number of possible causes of impaired absorption. The more common include: *failure in secretion*, especially of pancreatic and biliary origin;

hypermotility, leaving insufficient time for absorption; or *disease of the intestinal lining*, such as inflammation (Crohn's disease) or abnormal structure (coeliac disease). We will deal with these in more detail in a future article.

There is one further feature of the gut that needs to be mentioned in this context, that of adaption of the lining cells to chronic disorders. Enterocytes have a certain plasticity of function, which enables hyperplasia (greater than normal regeneration) and metaplasia (change of function) to compensate for the results of diseases or surgical resection. In the latter case, malabsorption only seems to become evident after less than 50 per cent of the ileum remains, and patients can exist on special diets with much less than this.

Investigation of the gut

We will conclude with a brief review of the various tests used to investigate GI

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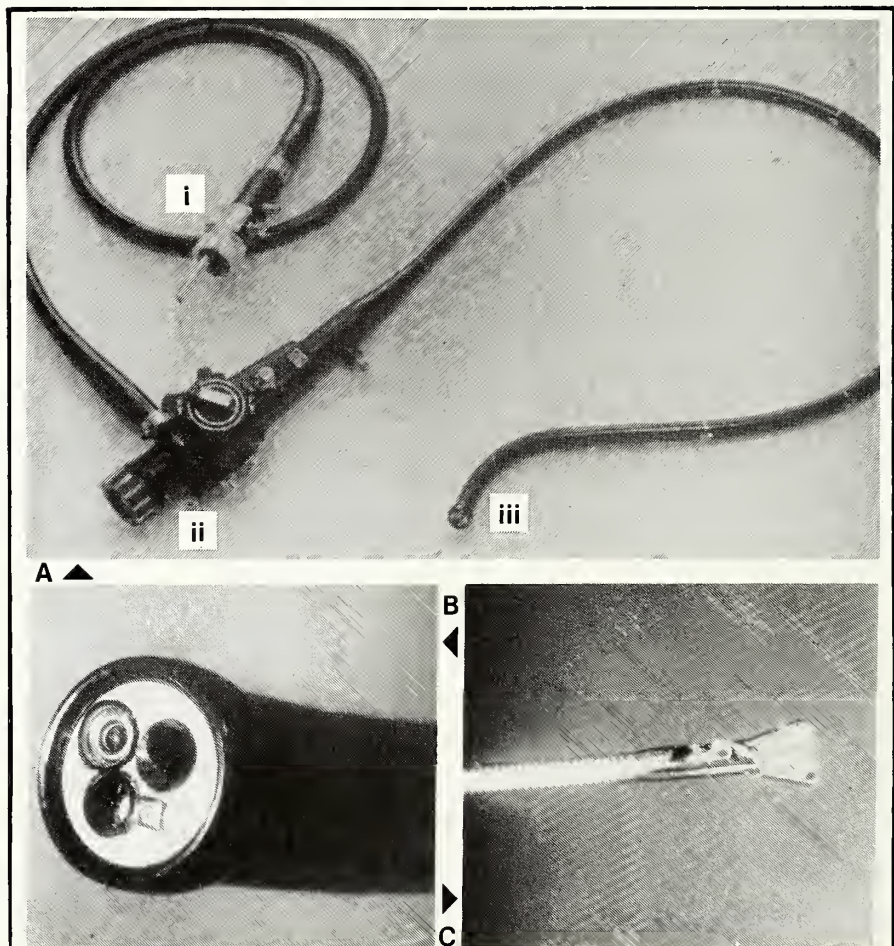


Fig 3: An endoscope. A. The whole instrument. Part i fits onto an intense light source, part ii is a hand held control and viewer, and part iii is the end introduced into the patient. B. Close up of the tip, showing channels for light, viewing and probe. C. Biopsy snippers which may be introduced down the probe channel. Photographs courtesy of KeyMed Medical & Industrial Equipment Ltd

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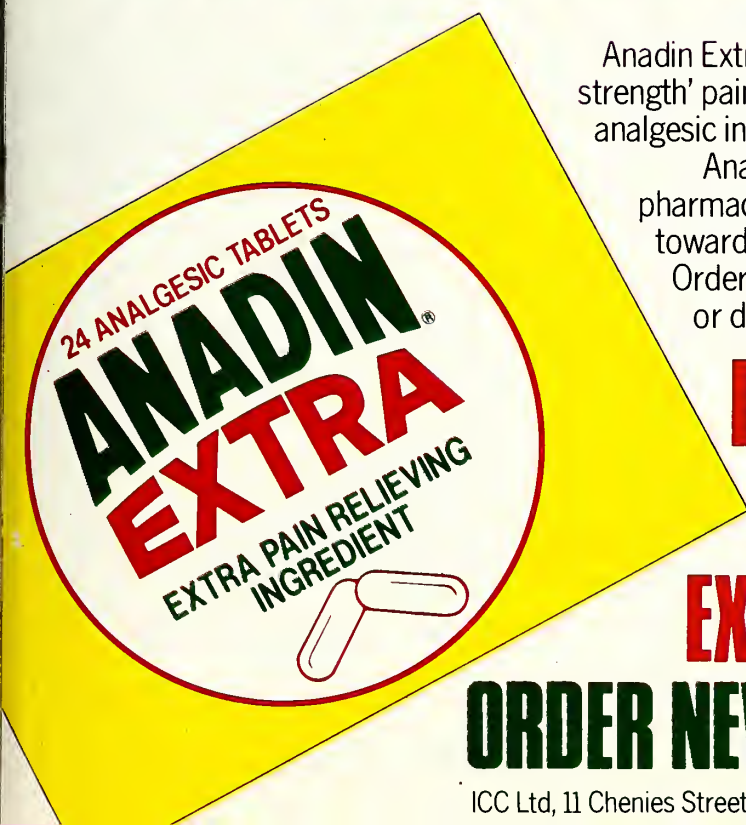
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The GI tract — investigation

disease. These will be referred to in subsequent articles.

Secretion: Gastric acid secretion can be directly monitored by aspirating gastric fluids and analysing for acid content. The response to test meals and to pentagastrin (or formerly, histamine) stimulation can also be measured. Serum gastrin can also be determined.

Absorption: The xylose absorption test is used to test carbohydrate absorption. Xylose is recovered mostly unchanged in the urine so the amount absorbed can be easily estimated. Fat malabsorption is easy to spot from the low density stools ("floaters") traditionally described as "foul smelling" (although one wonders how normal stools might be described by gastroenterologists!). However, faecal fat content can be measured, and this indirectly indicates absorption.

Alternatively, since vitamin A is absorbed along with fat, measurements of plasma retinol can be extrapolated. Amino-acid (mal) absorption can be crudely estimated from the faecal nitrogen content.

The stool indeed is a very useful provider of clues to the gastroenterologist, and a detailed bowel history would include information about their number, weight, frequency and consistency. Abnormal stool contents like mucous or blood are also recorded. Fresh blood suggests sigmoid, rectal or anal bleeding; digested blood, giving tarry stools (melaena), originates for higher up the GI tract. Stool microbiology is important too, though of course stool cultures are difficult to interpret except in the case of parasites, because of contamination by normal flora.

The serum level of certain other nutrient factors are also related to absorption, eg. folate, iron, haemoglobin, albumin and vitamin K. There are special tests for specific dietary factors, such as the Schilling test for vitamin B₁₂ absorption, using radio-labelled cyanocobalamin.

Imaging: Radiography of the gut is often improved by radiocontrast media. Single radiographs after barium meals or barium enemas are still used, but the "follow through" meal, in which several pictures are taken serially following the swallow or there is continuous monitoring by a form of close circuit TV, are

preferable. In this way the functioning of the various structures and timing of events may be examined. Yet these techniques, however sophisticated, are at best indirect, and their interpretation can be subtle, so that features such as an ulcer may be missed. A striking feature of GI X-rays is how unlike conventionally reproduced anatomical diagrams the living GI organs are at any given time, owing to their continual movement.

Undoubtedly the use of fibre optics has revolutionised diagnosis in gastroenterology. The *endoscope* (see Fig 3) contains fibre optic channels for viewing and illumination and a highly effective arrangement of control rods which enable it to be snaked through most of the upper or lower GI tortuosities. There are also channels for introducing gas or withdrawing fluid contents, and the facility to snip off small samples of tissue and withdraw them for biopsy. Gastrosopes can pass the pylorus and in skilled hands can even enter the pancreatic or bile duct. Colonoscopes can travel as far as the terminal ileum. More recently endoscopes have been used for minor surgery such as the cauterisation of polyps or laser treatment of tumors.

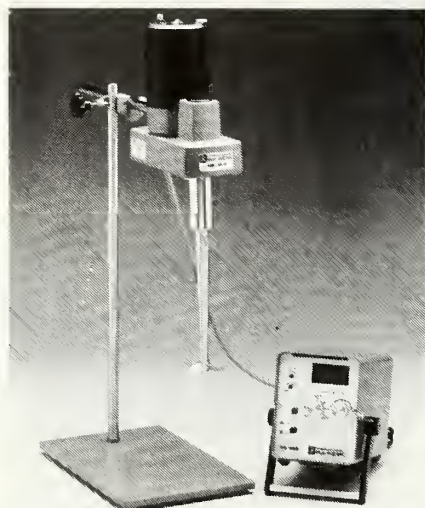
These procedures enable very direct observation, easy biopsy and thus very reliable diagnosis and monitoring. Who knows how many ulcers have been missed, and how many phantom ones have been treated unnecessarily, before the advent of these instruments?

■ *The next article will look specifically at diseases of the upper GI tract, in particular oesophageal and peptic ulcer problems.*

EQUIPMENT

Versatile stirrer from Sartorius

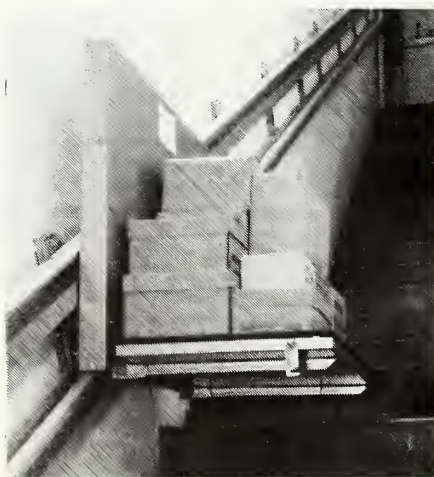
An unusual combination of speed and power is claimed for the new IKA RE160 overhead power stirrer recently introduced by Sartorius IKA. Normally, high speed is achieved at the expense of power, but the RE160 will stir volumes of 60 litres at 6,000 rpm, claim Sartorius. The speed range is variable from 10 rpm to 6,000 rpm. At the top end, the speed is approaching that more usually associated with homogenisers. The range of volumes which can be mixed is from 250ml to 150 litres. An electronic control maintains constant stirring speeds regardless of



viscosity. The control unit is in a housing separate from the stirrer itself so that it can be positioned away from the working environment. There is an audible warning signal in the event of any overload. Sartorius Instruments Ltd, 18 Avenue Road, Belmont, Surrey.

Stair lift for heavy loads

The Gimson Instalift 150 has been designed to overcome the problems of carrying goods up and down stairs. Unlike conventional lifts, it requires no structural alterations and fits alongside any straight staircase. It is economically



run from an ordinary 13 amp socket. Operated by the touch of a button, the Instalift carries up to 150lbs, and when not in use it folds away against the wall to prevent obstruction. For heavier loads, Gimson also manufacture the Instalift 300. Gimson & Co (Leicester) Ltd, Stairlift Division, Vulcan Road, Leicester LE5 3EA.

André Philippe



Please write or phone for Coloured Brochure — Price List.

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND



THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

Indications: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 8 tablets or 8 doses of elixir in 24 hours. *Children 6 years and over* – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 1 to 5 years* – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, receiving MAOI's, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. *Elixir* containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. Containers of 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. *Elixir* PL/0101/5908. Further information is available on request from: Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 21/0883

Dorsey
LABORATORIES

POINTS OF LAW

Contributed by a barrister

When is a contract not a contract?

Terms of trading are not what they used to be. Unless they are "reasonable" the contract may be invalid.

At one time businesses, whether large or small, could trade with the public or with each other on any terms they chose. With this freedom of contract either party could lay down conditions of their choice and, if the other party accepted those conditions, then that was that.

Now, as a result of quite extensive legislation, this is no longer the case and there are a number of important restrictions. This is so whether the contracts made are oral or written. It should be stressed that apart from contracts dealing with land or premises and one or two very specialised subjects, an oral contract in business is just as binding as one made in writing.

The first point to make is that a business could formerly exclude its liability for death or injury occurring to people that came onto its property — even members of the public or representatives of other businesses. They would still be exempt from meeting claims whether or not the death or injury was caused by negligence of employees on the premises of the business concerned.

Or they could supply a product or article and say that you would not be responsible for any death or injury that product might cause whatever the negligence on your part in ensuring that the article was safe.

Null and void

Such conditions, whether in a written note, a contract or a notice posted on the premises are now null and void and have no legal effect whatsoever.

Notice payments

Some confusion still exists about the relationship between redundancy payments and the notice for an employee who is to be dismissed. It is thought by some businesses that where a redundancy payment is given, there is no need to give a notice to terminate employment or money in lieu.

Alternatively, if a period of notice is given or money in lieu is handed over, then it is thought by some that the need for a redundancy payment is wiped out.

Yet, of course, this is not the case. In a sense, these two issues are quite separate.

Next, a business might, in certain terms of trading, attempt to exclude its liability for certain other happenings. It might try to avoid liability for the safe keeping of goods left in its possession or it might say that it would not be responsible for any damage caused by the negligence of one of its employees.

These clauses will now only be valid if they are deemed to be "reasonable." It is impossible to lay down a general rule as to what is or what is not reasonable. One can only give a lawyer's answer and say it depends on the circumstances of each and every case and on the nature of the business involved.

Key relationships

However the courts must decide somehow and if a case comes up, then the judge must take into account of the relationship between the parties to the transaction. If, for example, a monopoly supplier of goods takes advantage of that position to impose stringent conditions on a small business (eg to refuse to refund money for faulty goods or to replace them), then there is no doubt that this would be considered unreasonable.

This might not be so where two businesses enter into such an arrangement in a completely free market situation. Certainly such a clause would be invalid as far as a member of the public is concerned.

Here, there is an absolute right to have money refunded or to receive a replacement if goods are not fit for the purpose for which they are sold.

If you dismiss an employee for whatever reason, then — except in cases of suddenly discovered serious misconduct — that employee is entitled to certain minimum periods of notice laid down by law.

The employer must give at least one week's notice to an employee who has worked for him for a period of between four weeks and two years. With two years' service, the period of notice is two weeks; for three years', three weeks, and so on — right up to twelve years' and longer service when twelve weeks' notice must be given.

If this notice is not given, then the appropriate wages in lieu must be paid. In

addition, if the reason for dismissal is redundancy and the employee has had at least two years' continuous employment, he will be entitled to a lump sum redundancy payment depending on his age and length of service — and this is quite separate from notice payments.

One other point is worth considering — what is the position of the employee who walks out without notice? At law, he must give his employer at least one week's notice or more if his contract so provides.

If he goes without serving his notice, then technically the employer can sue for any losses suffered as a result. However, because it is so difficult for an employer to quantify this in cash terms in almost every such case, it is just not worthwhile setting in train the necessary legal process.

In order for an employee to qualify for redundancy payments, he must be dismissed by the employer. If an employee just walks out, he is *not* dismissed and therefore has no entitlement to a payment of this kind.

Accident reports

Until last April, employers had to notify the Health and Safety Executive of all accidents leading to employee injury which resulted in more than three days absence from work. This was done by completing part of the form used to claim industrial injuries benefit.

However, this benefit has now been abolished on the introduction of Statutory Sick Pay (although disablement benefit still applies). The need to notify accidents to the HSE has as a result been massively reduced.

Nevertheless there are still obligations remaining on employers in respect of accidents occurring in the course of employment. First there is still need to let the Health and Safety Executive know by telephone of accidents involving death or serious injury. This also applies in cases of explosion, overturning of trucks, escape of chemicals or fire.

These notifications have to be followed up by a written report within seven days.

In addition, records have to be kept of all accidents which lead to more than three days absence from work, although these accidents will no longer have to be notified. It may well be that if the employee is away for 13 weeks the employer could be asked for a report but it is likely that these accidents will have been notified anyway since such a long absence usually results from serious injury.

The changes that were brought in do not affect the legal obligation of an employer with more than ten employees to keep an accident book.

TRIOGESIC



THE COLD LIQUID

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

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Suitable for both adults and children, Triogesic is available either as a pleasant tasting, cherry flavoured liquid or as a convenient tablet.

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Metatone Tonic

The extra help they need.

When your customers are feeling run-down or recovering from illness, METATONE is just the tonic to recommend.

Its unique vitamin and mineral formula speeds recovery after illness and helps to "pick-you-up." That's why doctors prescribe METATONE more than any other tonic.

Metatone^{*}

PARKE-DAVIS

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WARNER LAMBERT

Data sheet available on request from:
Warner Lambert (UK) Limited, Southampton Road,
Eastleigh, Hampshire Tel: 0703 619791

*Trademark R63287



Real market growth looks to be fixed at 2pc

Sales of cameras, equipment, films and film processing for the second year running show little real improvement. 1982 sales of £565m were 2 per cent up on 1981 and sales predictions for Christmas and the New Year suggest real growth of not more than 2 per cent. However, there has been much activity in the processing market with takeovers and diversion by mail order houses into the retail sector.

The trend away from mail order processing back to the retailer this year caused two mail order specialists to offer their services to High Street outlets.

First Horizon in April, followed by Colourpoint in May, offered branded films and processing services to retailers. Horizon promised "a highly efficient and competitively priced photographic service," and Colourpoint a "24 hour turn around of work."

Colourpoint are part of the 3M company who also own Gratispool mail order and Supasnap retail shops. Horizon is the brand name of Master Photofinishers Ltd, who are owned by PTP mail order specialists of Stevenage.

Retailers continued to offer keen developing and printing prices and slightly increased their share of the market. Industry figures for 1982 put the chemists' share at 42 per cent with the independent taking 16 per cent and Boots 26 per cent: Boots confirm these figures in a £215m market.

Mail order takes 33pc

The same survey for the industry gave these splits for the rest of the market: mail order 33 per cent; specialist camera shops 11 per cent (Dixons 1 per cent); same-day shops 3 per cent; manufacturers 2 per cent, and others 14 per cent.

Colourcare International say they are the largest independent processor servicing the retail trade. Parent company LRC International bought the Tudor Photographic Group's retail processing operation in May in a £1.35m deal. Marketing director Tony Dorman says: "The total D&P market is projected to grow by 5 per cent per annum, but we expect the chemist sector to grow even faster due to the erosion of mail order."

"Personal service has played a major role in bringing about this erosion. Consumers are taking a greater interest in photography and therefore welcome the opportunity to discuss their problems,

and indeed their success, with well-informed and trained staff," he says.

Colourcare say an average 25-35 per cent of their business is with independent chemists. They operate a one-day training course at each of their laboratories for chemist staff and also run a scheme, whereby key Colourcare staff spend time behind the counter in chemists, to gain a greater understanding of their problems. The course involves a laboratory tour with instruction in all D&P processes, camera demonstrations — including loading and unloading of films — as well as a run-down of film types, their benefits and limitations.

Regency Film Services operations director Ernie Gilburd says the D&P market is growing at around 10-15 per cent with disc now taking 13 per cent and set to reach 15 per cent by the year end. He says the 35mm sector now accounts for 45 per cent of films processed by Regency: "This is largely due to the availability of a wide range of easy-to-use, high quality cameras. The 35mm share has been achieved mostly at the expense of 110."

Mr Gilburd says overall market increase this Summer is due to a much more competitive environment, aggressive marketing and promotion of film, and fine weather.

Sales director Terry Norris of photographic wholesalers Sangers says of the D&P market: "Volumes have increased this year but realistic profits have yet to return in this large and important section of the market."

The August editions of *Which?* found "startlingly different results" when it assessed the returned prints from 300 identically exposed films sent to 19 processing firms (*C&D*, August 6, p213). The laboratories in the survey were presented with Boots Colourprint and Kodacolor 11 films, and normally handle films sent by mail order, from specialist shops or from chemist or photographic outlets.



A Colourcare POS stand with prominent company logo promoting their D&P service. A display kiosk is also available

The returned prints were assessed for faults, sharpness, colour and cut-offs. Charges ranged from 6p to 30p for a large print. *Which?* concludes that there is not much connection between price and quality but says any unsatisfactory prints returned to a processor for free reprints: "... will nearly always be given without any argument."

Pharmacists who wish to try processing colour film commercially can purchase mini-labs and perhaps operate from existing premises. The Photokis 1-hour minilab uses C41 chemistry and can handle 70 rolls of film a day — 110, 126, disc or 135mm. The complete package comprises a chemical mixing and storage unit, developer, film dryer and printer and occupies 25 sq ft. An enlarger is to be launched this month. The company says a net profit of £27,000 per annum can be made from handling 40 films (24-exposure) a day, charged out at £1 for processing and at 12p per print.

Chemists dominate

Chemists dominate the film market more than they dominate developing and printing. Boots say they took 37 per cent of sales and independents 23 per cent in 1982 (total market £140m — the same as in 1981). These figures agree with industry estimates which also split the rest of the market between: specialist camera shops 15 per cent (Dixons 3 per cent); free with mail order processing 12 per cent; other 12 per cent, and "don't know" 4 per cent.

According to a Nielsen survey carried out in May and June, 94 per cent of independent chemists and drug stores now sell photographic film. All outlets

Continued on p384

Polaroid seek to update image with £¾m spend

Polaroid are to spend over £750,000 this Christmas on national and local advertising and POS material to "update the consumers perception of Polaroid instant photography". Three new promotions on films and cameras worth £50,000 will support this programme through Autumn and into the New Year.

The company commissioned market research this Summer which shows that the attitudes of lapsed and non-users of instant photography are often outdated. Many people still associate Polaroid with "peel-apart" film. The aim of the new television commercials to be shown from November is to educate the market, to differentiate Polaroid from other forms of photography, and to make its cameras more desirable. This is to be backed by local dealer advertising in weekly newspapers.

The one-step 600 and Sun 600 cameras will be available in gift sets with a special Christmas wrapper (around £26 and £36 respectively). Three styles of POS materials are on offer emphasising either the gift theme, product endorsement by a photographic magazine or the various promotions. The themes can be used individually or together.

Purchasers of "Snap-up a holiday" film promotion packs (not type T88) get a



A new Polaroid holiday promotion on the back of all integral film packs introduced to encourage users to purchase more than one pack of film. The winner of the competition wins a holiday for two, anywhere in the world, worth £6,000

voucher worth £10 off one adult holiday chosen from the 1984-85 British Airways Sovereign or Enterprise catalogues. First prize for the entrant enclosing two film covers is a £6,000 Sovereign holiday anywhere in the world. The winning entrant enclosing just one cover gets a £2,500 European holiday. One thousand runners-up will receive a pair of Polaroid sunglasses.

The gift packs carry a £30,000 scratch-card competition. First prize is £10,000 cash, second and third prize £2,500 and £1,500 respectively, with further prizes of 2,000 Polaroid sunglasses and 1,000 Polaroid films.

To encourage a switch from "peel-apart" to integral films, T88 films carry a £5 off voucher to be redeemed against purchase of Sun 600, 640, 650 or 660 cameras which use the new style films. All three promotions will appear on packs by the middle of September. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Focus on chemists

Konishiroku UK, who market Konica cameras and Sakura films, say they intend to increase the chemist's share of their total sales in 1984 through a series of chemist-related promotions.

This Autumn Konica will introduce the disc 10 and 15 cameras to the UK

market. The Disc 15 has an autofocus, while the 10 is a fixed focus camera. Both have automatic film advance, built-in automatic flash and an integral case.

Konishiroku UK are planning dealer sales promotions in the period before Christmas for the compact camera range and the new disc cameras. *Konishiroku (UK), Konishiroku House, 150 Hampton Road West, Feltham, Middlesex.*

The new range of packaging, display cards and window stickers for the Halina pocket, disc and 35mm cameras featuring a logo in bright, primary colours. The packaging and POS material is a deliberate move away from the previous more traditional design. J.J. Silber Ltd, Engineers Way, Wembley, Middlesex.



Chemists dominate £140m film market

handling film sold colour negative, with 61 per cent selling transparencies, 55 per cent selling black and white but only 46 per cent selling cine film. The survey covered both leading brands and own label films.

Other sources say colour negative films now account for 87 per cent of all film sold; colour reversal 9 per cent, and black and white 4 per cent (1982 figures).

Boots expect the low overall volume growth in the photographic equipment market to continue — according to industry sources last year sales increased by £5m to £210m — and say this is due to competition from other leisure-related products including computers. However, Boots anticipate "substantial growth" in sales of disc cameras and films and 35mm camera accessories at Christmas. "The launch of the Kodak disc concept has stimulated the popular format sector of the market and current demand is higher than our forecasts," they say. The 35mm camera accessory boom will result from the 1980-81 surge in demand for SLRs, Boots say.

Photographic wholesalers Sangers say equipment sales volume has been flat so far this year but that dealers have benefited from price increases in Japanese cameras and Kodak and Polaroid films. Last year Sanger's Terry Norris says dealers experienced volume, sales and gross profit reductions.

In 1983 SLR camera sales are flat, he says, while the number of compact cameras sold has gone up. The many new disc cameras and new film types available have also created interest and more choice for the consumer.

'Hardware' opportunities

Following a Summer of what Vestric's marketing manager John Kerry calls "highly satisfactory sales of film", he says that a great many chemists are still missing out on the opportunity found in the hardware side of the photographic business.

Where they cannot expect maybe to compete with specialist photographic businesses in the area of top-priced lines, they should seize "many opportunities which can be found at the lower end of the market," he says. As well as providing useful income, the addition of cameras and accessories to shop displays maintain an in-store image which obviously helps boost sales of films.

"There is vast potential," John Kerry says. "It is obvious that pharmacies can sell a very great deal by forceful use of POS material and imaginative window displays but many pharmacies are missing out." ■

PHOTOFACTS

Mail order D&P losing ground

Photoprocessing, according to Colourcare Marketing Director, Tony Dorman, has been a battleground long enough. "In recent years," he says, "retailers have been fighting the dramatic growth of mail order D & P with a good deal of success. In fact, whilst mail order had over 50% of the market in 1980, its share is now down below 40%."

Tony Dorman speaks with the

knowledge that his company is now the largest independent photoprocessing organisation dealing exclusively with the retail trade. Colourcare have no British mail order interests and no controlled retail outlets. All their investment goes to the independent retail trade. With 14 laboratories throughout the U.K., they can well do without diverting their energies.

Long-term security for retailers

A national lab. network of that size is an invaluable asset when you happen to be servicing some 7,500 independent retail outlets. What it actually provides, of course, is a copper-bottomed assurance of service on a totally consistent basis, unlike those companies attempting to offer a national retail or mail order service from one or two labs.

When one also appreciates that there are over 250 Colourcare delivery vehicles emanating from these labs., the company's claims to ensure the long-term service security so vital to their retailers assume a lot of validity.

Needless to say, no D & P service could survive without an acceptable level of quality in the end product. Despite the massive volume of prints passing through

their labs, every year, Colourcare have maintained a high quality of print reproduction as a result of heavy investment in people and equipment. It takes a sizeable company to be able to make the kind of investment needed, especially in the light of continuing developments like disc film.

Only 5% growth forecast

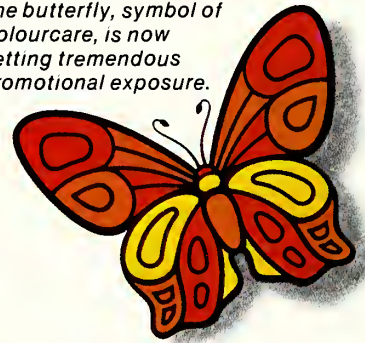
A spokesman for Colourcare gives retailers, mainly chemists, major credit for the part they have played in eroding mail order's market share, particularly, he states, "through adopting some very positive attitudes towards the sale of photofinishing services". If retail growth is to continue on a significant scale, however, it must still be at the expense of mail order, since the total projected market growth stands at only 5% per annum.

Naturally, retailers would accept that they need the support of their photofinishers if they are to increase the volume of their D & P turnover, which Colourcare consider should average 10% of the total turnover of any M.P.S. (and a good deal higher for photographic specialists).

Colourcare themselves have long recognised that effective merchandising throughout their dealers is a function they are required to fulfil as part of their overall promotional role. In fact, sheer weight and nature of support is a prime reason for the extraordinary rate of expansion currently being enjoyed by Colourcare.

having resources of such a size and so effectively spread that they can serve the needs of any and every local community. That is the real significance of Colourcare's size, as we said earlier. It enables the company to offer all U.K. retailers, whatever their location, a comprehensive, reliable D & P and product service, including reprints, enlargements and a very attractive range

The butterfly, symbol of Colourcare, is now getting tremendous promotional exposure.



The strength of the retail market

Colourcare are only too aware that their own development is wholly dependent upon D & P developments within the retail trade. In recent years, as it happens, the company's growth has been fairly radical and dramatic. The amalgamation of United Photographic Laboratories, Napcolour and Tyne Colour which took place last year, has given immense strength to the newly born Colourcare, but the company insists that their strength is due simply to the support they have been given by the retail trade. In fact, as with most industries serving retailers, support is a two-way thing. If the relationship between supplier and dealer is good enough for each to play their part effectively, that is the best of all possible worlds.



Colourcare have regular training programmes for dealer staff, covering D & P and the company's products.



The Colourcare kiosk, designed to provide retailers with a focal point for D & P.

Service is a local commodity

There is an awful lot of talk about service levels in the D & P business, but through all the promises one stark fact emerges. Service on a national scale depends upon

of gift items.

Any M.P.S. or drugstore seeking an increase in its D & P turnover would do well to contact Colourcare. They can do so through their local laboratory, or by writing for an introductory brochure to the Colourcare service, available from Don Carlie at Head Office. *Colourcare, Long Close, Downton, Wilts. SP5 3HS. Phone 0725 20385.*

Hanimex go for self-selection

Hanimex are to launch a range of disc cameras in self-selection presentation packs for the Christmas market.

The kits will feature the 120, 320 and 420 models together with wrist strap, disc film, two batteries and full instructions. Hanimex say the prices will be very competitive.

Designed to catch the eye of first-time buyers each item is clearly displayed and protected by a transparent vacuum-formed lid inside a full colour box that doubles as a POS showcard.

Fuji have improved their 100RD reversal films, they say, and also launched

a 50 ISO reversal film, the 50RF. CR-56 or E6 processing systems produce transparencies retaining the highest levels of image and sharpness and ultra-fine grain texture, they say. The new technology used, say Fuji, has led to improved colour renderings, satisfactory highlight-to-shadow grey balance and minimum speed loss due to variation in exposure time. Sizes are 20- and 36-exposure for both 50RF and 100RD films (prices for each are £3.96 and £5.76 respectively).

Hanimex are just concluding a £750,000 television campaign backing the Fujicoulor HR film launched earlier this year. Available in 100 and 400 ASA, HR film comes in 135, 110, 126, 120 and disc formats. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon SN3 5HW.*

Paterson now Philips distributor

Paterson Products Ltd have been appointed exclusive UK distributor for the Philips range of photographic products which includes colour enlargers, timers, analysers, and flash guns from September 1. Paterson say this marks a major step in their marketing philosophy, being the first time the company has become involved in the distribution of another manufacturer's products.

Mike Allen, Patterson's UK marketing director, says, "Philips products will complement perfectly both Paterson darkroom equipment and our Courtenay studio flash units".

Courtenay have produced their "Guide to Lighting." In wallchart form, it demonstrates with the aid of colour photographs, line diagrams and easy-to-follow text, how different lighting effects are produced.

It is included free with all studio outfits and flash units. *Paterson Products, 2-6 Boswell Court, London WC1N 3PS.*

Autumn offers from Tudor wholesale

Wholesalers Tudor are launching two promotions and a new POS stand in mid-September.

Incentives will be available to counter staff of medium sized outlets if they sell the company's product. Trade discounts or gifts are on offer, according to the number of flash packs purchased.

A new cardboard merchandiser for films holds 100 assorted 135, 110 and 126 packs. Company plans include a new high resolution disc film and a major Christmas campaign. *Tudor Photographic Group, Oxgate Lane Industrial Estate, London NW2 4RS.*

All round albums range from Spicer

A new range of flip albums, self-adhesive albums and high quality board leaf albums, has been launched by Spicer Hallfield Ltd.

The flip albums are an extension of the existing range. They take standard 3½ × 5in prints holding 60, 120 and 240 and

retailing at around £3.50, £5, and £9.50 respectively.

Three sizes of self-adhesive albums retail at around £5, £6 and £11 — they can be refilled.

Top of the range and offering a more traditional and high quality style is the new white board leaf album, say Spicer. Having 25 leaves, with pergamin interleaving, photographs are mounted by means of transparent, self-adhesive photo corners. There is a 250 by 270mm size (£9) and an alternative 300 by 300mm size (£11) available in various cover styles.

Spicer-Hallfield Ltd, Haddenham, Aylesbury, Bucks HP17 8EG.

'Blistering' packaging

Keystone are introducing a range of self-selection blister-packed 110 and disc cameras this Autumn.

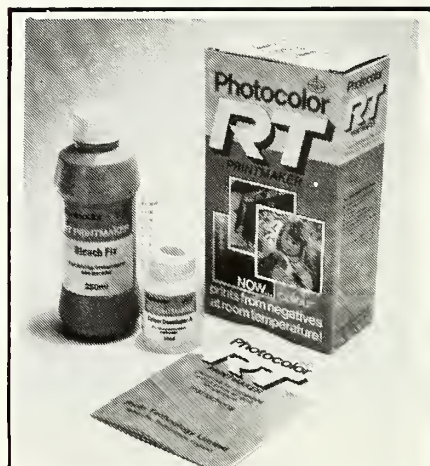
The company believes the 110 camera will 'stay strong' for at least two years with disc sales as a bonus. Keystone say the consumer is now ready to self-select mass market cameras: "... the new packs should give the chemist an opportunity to get back into a market in which he was traditionally strong." *Keystone Camera (UK) Ltd, King Street, Enderby, Leicester LE9 5NT.*



Agfa's recently introduced range of electronic flashguns. From left to right, top row, the Agfatronic 183 (£9.50 rsp), 203C (£17), 283C (£32) and bottom row, 383CS (£65), 253CS (£33) and the 343CS (£52). The last four named are automatic guns adapted for the SCA 300 dedicated system. *Agfa-Geveart Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.*

M&B repack 'smalls'

May & Baker are repackaging their small-size photographic products — Primicrol developer first, followed by Amfix fixer, then the Mydoneg and Mydoprint colour processing kits. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*



Photocolor RT Printmaker, is a new system designed to work at room temperature and to simplify colour print processing. It uses only two processing solutions — developer and bleach fix. Available in 1 litre packs which contain enough liquid concentrate to process forty 10 by 8in prints (£7 rsp). *Photo Technology Ltd, Cranborne Industrial Estate, Potters Bar, Herts EN6 3JN*

One way to wake up to an empty stocking.

This Christmas, Polaroid cameras and film will be appearing in a massive national advertising campaign.

At the same time, they'll be appearing in your shops in special Christmas gift packs.

Which can only mean they'll be disappearing from your shelves in great numbers.

And don't be surprised if some of your customers start vanishing too! With the holidays and money they'll be winning in our two promotions on cameras and film.

With all this increased activity, perhaps you'll be joining them.



 **Polaroid**

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Prescribe the right film

by Stanley W. Bowler

At the present time the quality of photographic film, black-and-white or colour, whether for prints or for slides for projection, ranges from good to excellent. In many respects, for the ordinary picture taker there is not a great deal to choose between them. The 'best' film no longer depends solely on the manufacturer but upon its suitability for the kind of photography your customer wants to do. This is probably the most important point of contact with your customer.

There is no sense whatever in selling an ultra-high speed film if the camera will neither accept it (from the point of view of automatic exposure controls) nor do justice to it. The speed rating figures, eg 1000/31° or 100/21°, provide a mathematical rating of the sensitivity of the film to light. In comparison with those of even a few years ago they are astronomical, having now reached 1,000 both for print and colour slides.

The highest rated speeds do *not* indicate that the quality of such films is better than any others with a much lower rating, but simply tells the prospective user that here are materials which can be used under very poor or difficult lighting conditions.

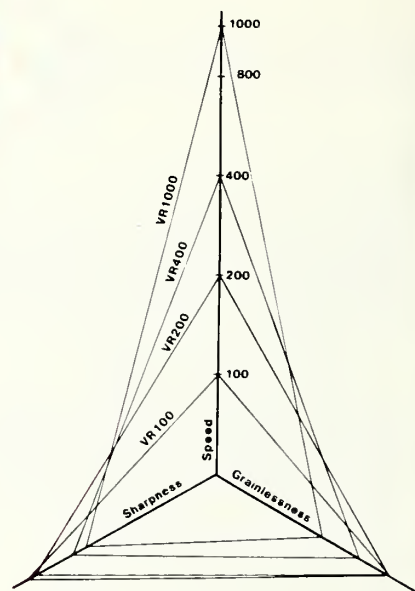
The new ranges of films are not the result of a sudden break-through in photographic science but of steady technological development by scientists and chemical engineers. Their efforts have been applied to emulsion making and to control of the small "grains" of sensitive material. One of the most interesting is what Kodak refer to as "T-grain." This differs from previous grain structures in that the individual particles are thinner and flatter than the old. The illustrations are taken from a lecture by Dr Roy Jeffreys, director of research at Harrow, who also pointed out that (contrary to what is generally believed), much of this work was done in the UK although, for the time being, the highest speed film, that rated at ISO 1000/31°, is only made in the USA.

The other three in the "VR" series, rated at 100, 200 and 400 are to be made

available in the UK this month and will be made in the UK. Another interesting illustration from Dr Jeffrey's lecture on the new films shows in diagrammatic form the relationship between film speed (the vertical axis) and the other two important factors that concern the user — sharpness and graininess. The old tenet — that the slower the film the sharper the pictures appeared and the smoother was the overall appearance still applies — although, with these new emulsion techniques even the faster films now compare very well indeed with the best of the older ones.

As an example, Kodacolor II film has been popular for some time — it is rated at ISO 100. Pictures from the new Kodacolor VR 200 material (ie with a speed *twice* that of the former type) have about the same graininess but are sharper and with excellent colour quality. It is considered that this material is likely to be the most popular choice for ordinary picture-making by most users of print film.

The Japanese company Fuji Photo Film has also entered the high-resolution material field with, for example, its type HR100 Fujicolor. This has a speed rating of ISO 100/21° and so rates as a general-purpose daylight colour material for print making. Incidentally, the processing of most colour-negative films has now been simplified because all are compatible with Kodak C41 chemistry, which is the system used in most processing laboratories these days. To the dealer this is a time-saving and error-avoiding bonus: no more sorting of different brands for alternative treatment.



Diagrammatic relationship between VR film speeds (vertical axis), and sharpness and graininess

Although, as already stated, there are some graininess differences between films of different manufacture, there are usually only really perceptible to those with assessing experience or when particularly large size enlargements are called for. Again, despite the fact that manufacturers strive hard to keep batches of film consistent to a high standard, there are occasional differences between batches. And, as the film is only one component in the train from camera to print, variations (even slight) in processing and in batches of colour paper on which the prints are made — and *their* processing — can contribute to differences in the final result. But, sensitometric and personal controls in laboratories keep these to a minimum.

Another example of the great advance in emulsion technology is the disc system, devised by Kodak and now extensively supported by other camera manufacturers. Fuji now also have a film for the new sub-miniature format with the designation HR, signifying high resolution. Standard C&D exposure tests were made with this HR disc material with excellent results, the processing being done, in this instance, not by the manufacturer but by a commercial laboratory — Tudor in North London. The results obtained were comparable with our earlier tests and equally acceptable. Not as a major criticism but as a comment, the colour rendering seemed to accentuate yellows slightly in comparison with the Kodak results.

Speed rating:	ISO 100/21°	ISO 200/24°	ISO 400/27°	ISO 1000/31°
Purpose	General use in daylight: big enlargements. Finest detail.	All-round film with fine grain and sharpness.	For fast shutter speeds or small lens openings for big depth-of-field.	For pictures with available light only. Fastest speeds to stop action. Moderate enlargements.
Speed ratio:	1	× 2	× 4	× 10

PERFORMANCE WISE...

Lotussin gives effective relief for persistent, dry or irritating coughs.



PRICE WISE...

Lotussin is attractive to the customer at £1.29 per 100 ml pack.



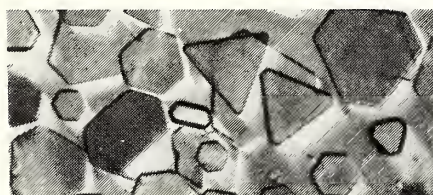
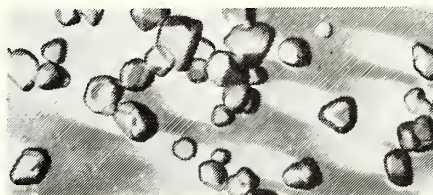
PROFIT WISE...

Lotussin is competitive, especially with Searle's special bonus terms.



PHARMACY WISE...

Lotussin is exclusive to family chemists and backed by Searle service to the retail pharmacy.



The old (left) conventional granular structures and the new flat platelets (T grain)

Reversal advances!

It is not only in colour-print films that remarkable advances have been made but also in reversal materials, ie films intended for colour slides. Although it is now probable that colour prints find greater favour with the general public, colour slides can be very satisfying in their quality and brilliance.

In this field it is 3M which has produced two surprises. The first is the type 640T — 35mm professional, with a rating of ISO 640/29° and balanced for artificial-light use. (With a suitable filter, eg 85B it may be used in daylight or with electronic-flash, but the speed rating has to be reduced to ISO 400).

Our tests, however, were carried out in artificial lighting only, and very acceptable results were obtained. One of the advantages of the higher speed is that it is possible to "stop down," ie use a much smaller lens aperture and so obtain a greater depth-of-field, a greater range of sharpness in the picture. Although London's Underground is well lit one would not normally consider photography in the tube, let alone snapshot photography, generally possible. However, several pictures were made below ground, again with very acceptable results.

The second, and even greater, surprise was the 3M type 1000 — 35mm professional, with a rating of ISO 1000/31° and, this time, balanced for daylight working, at a colour temperature of 5500K which corresponds to clear or hazy sunlight. Having had such excellent results "down the tube" with the 640T material, some experimental shots were made (in fluorescent lighting) with the 1000 material. Here again, the results were very acceptable with not a great deal of colour distortion. "Snapshotting" under such conditions would have been

quite impossible quite a short time ago.

Although labelled "professional" the manufacturers do not state that the films will be restricted to the photographic profession, so that this designation may well give the materials a special cachet in the eyes of the serious amateur photographer.

To cap this story, the makers state that the processing may be adjusted, ie "pushed," so that a speed rating of 2000 may be obtained. It is not particularly recommended and quality may suffer a little. Processing is normally carried out in standard E6 chemistry so that the dealer does not have to worry about making special notes for this film.

Another of the new colour-slide films in *Fujichrome 100*, also processed by the standard E6 method. It is a daylight-type material eminently suitable for a wide run of photography with a speed rating of ISO 100/21°. The colour balance is good but slightly different from other makes of material: this is of little importance unless highly scientific work is being done. If the result on the screen is generally acceptable, the image is crisp and has little graininess (a smooth texture is a better expression) then no one is really going to complain if a "difficult" colour, a mauve tint for example, is not absolutely correct in the viewer's estimation. (It should always be remembered that a proportion of men are colour blind to some extent and therefore their assessment is not wholly reliable!).

Even from this short survey of some of the high quality films that are now available to meet a wide range of picture-makers' needs, it should be evident that there is a considerable market to exploit. It is fairly safe to say that the chemist-dealer sees his potential photographically-minded customers, especially women, far more often than does the specialist photographic dealer.

THE WISE CHOICE FOR FAMILY COUGHS

COUNTER PRESCRIBE WITH  CONFIDENCE

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BABYSAFE
FEEDING BOTTLE
STERILISING TABLETS

We are proud of our new arrival.
The latest in our re-packaging programme.
Be assured, however that the contents
remain unchanged!



BABYSAFE effervescent tablets are
still your customers most economical
and convenient means of ensuring
effective sterilisation of baby feeding
utensils. And your most profitable.

We should know — after all we
invented and patented effervescent
sterilising tablets some
15 years ago.

BABYSAFE — your chemist only sterilising tablets.

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Community Pharmacy*

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Beware of Greeks bearing 'P' gifts

The recent reclassification of ibuprofen may or may not be taken as a token of the dawn of a new era of the recognition of the ability of the pharmacist. On the other hand — who knows if we are, to borrow another man's expression — "working toward" ibuprofen on GSL as the ultimate goal?

Selling any Pharmacy only medicine involves the pharmacist to a greater extent than the sale of GSL medicine. Before I would consider an OTC sale of ibuprofen I would need to interview the prospective purchaser and satisfy myself that the supply was appropriate. This task is made rather more difficult if the medication is asked for by brand name as a result of media advertising. This interview procedure is unavoidable if we don't want to lose the Pharmacy only classification and end up with either POM or GSL.

Product (pack size)	Basic cost price (p)	Mark up %	Selling price (p)	Legal class
Own pack (25) dispersible aspirin	14.5	50.00	25	GSL
Anadin (12)	29.45	32.87	45	GSL
Anadin Extra (24)	64.8	32.85	99	GSL
Codis (8)	32.66	38.44	52	P
Disprin (12)	27.75	35.86	44	GSL
Hypon (12)	34.66	50.53	60	P
Migraleve duopack (12)	109	50.02	188	P
Nurofen (12)	35.916	33.16	55	P
Paracetamol (100)	31	127.19	81	P
Proflex (12)	53.58	42.8	88	P
Paracodol (10)	26	70.56	51	P
Panadeine Co (12)	44.66	49.92	77	P
Parahypon (12)	40	50.00	69	P
Panasorb (12)	57.41	49.93	99	GSL
Panadol (12)	26.66	50.03	46	GSL
Soluble Panadol	43.5	49.92	75	GSL
Solpadeine (12)	65.5	50.00	113	P
Triadol	313	25	450	P
Tramil (12)	41.25	32.8	63	GSL
Veganin (10)	31.41	46.72	53	P

I accept the contention that the sale of all medicines merits an equal measure of supervision from the pharmacist but it seems pharmacists hold a minority view otherwise the GSL would not be as extensive as it is. Dr A.D.J. Balon, MPS, expressed the view in letters to the *PJ* — "Health care before profit" — and seems to imply that we are not entitled on moral grounds to select products that are both effective and profitable. He must believe we have a "free" health service.

I contend that our remuneration for handling Pharmacy only medicines should reflect the extra time and care that their sale demands of us. I would venture to suggest cost plus 50 per cent as an absolute minimum price structure for a Pharmacy only medicine. If, as a united profession, we refuse to stock a Pharmacy only product that does not offer a just margin the product sales will fall away and the manufacturer would have to re-think his pricing policy. More and more manufacturers are shading down our mark up and until we kick back the trend will continue. In GSL medicines we may

not have much influence but with Pharmacy only medicines the retail pharmacist is more than an equal partner.

Two brands of ibuprofen are already on the OTC market, Nurofen from Boots and Proflex from International Laboratories. Both brands are on an introductory bonus with free stock dropping through the letter box to tempt us. The representatives may imply that there will always be a bonus element to buying the products to make the margins more attractive — this may or may not be so — but I prefer to look at the basic price structure and look beyond the launch of a product. It is also valuable to look at the price and profitability of the products we may well be tempted to replace with a sale of ibuprofen. In the present climate of NHS clawbacks and with the cash flow crisis that is about to hit us, we cannot afford to make low-margin sales that involve the time of the pharmacist at the level required for the supervision on a Pharmacy only sale (see chart).

Pharmacy only sales must be our

strongest area of commercial influence — if we refuse to stock a product it won't sell (remember Pharmacin). If on the other hand a sufficient number of us accept an inadequate margin in a situation where we really have the whip hand and are seen not to object, is it any wonder that the government regard us as a soft target and cut our standard of living.

John D. Savage
York

'Power' and the pharmacist

In my ten years as a community pharmacist, I have seen our authority decline, our responsibilities multiply, and become used to the rarely disguised contempt of the public, some GPs, their receptionists, and now the Government.

The fault is our own: we have always trusted that those parties would behave towards us with the same integrity that we are expected to display in our

"community" role within society.

This Government, and indeed any other, will always tend to penalise those groups in society which are, or appear to be, weak. It is now, obviously, our turn to be tested.

Pharmacists do not have to, and indeed should not negotiate from a position of weakness. Instead of adopting the defeatist attitude which now pervades our profession, we should realise the colossal power which we hold within the very fabric of the NHS, as the owners and suppliers of drugs to the population.

Unless we are prepared to demonstrate this power when provoked, we cannot wonder that this, and successive governments will continue to screw us into the ground. It is time our profession appreciated our power, and the need, now, to assert it.

S.G. Armitage
Hull

Philosophical jab?

Earlier this week I had a script for 30 Farlital injections (cost £360) — I was upset when I worked out how much I had lost on it, that is until I read the following from my Robinsons calendar!

"He profits most who thinks not of profit but of how much service he is giving." Is this what our negotiators use as their maxim!

T.M.J. Keep
Gravesend

Last epistle?

I note with interest that the Government is said to "be concerned on grounds of equity that the new contractors should not pick up old contractors' debts," but also in the same breath that any possible compensation is unlikely to come into force until next year.

Although this concern touches me, it does nothing to my bank balance. In fact, what it means is that I will have to go back to my friendly (?) bank manager "cap in hand" to apply for an increase in my overdraft. If he is suitably impressed by all the clippings from the *C&D* and *PJ* etc, that I have saved for his benefit, then I will have to pay even more for the pleasure of owning my own pharmacy. Such an increase will be particularly repressive on those who, by the nature of the problem, are trying hard to get established.

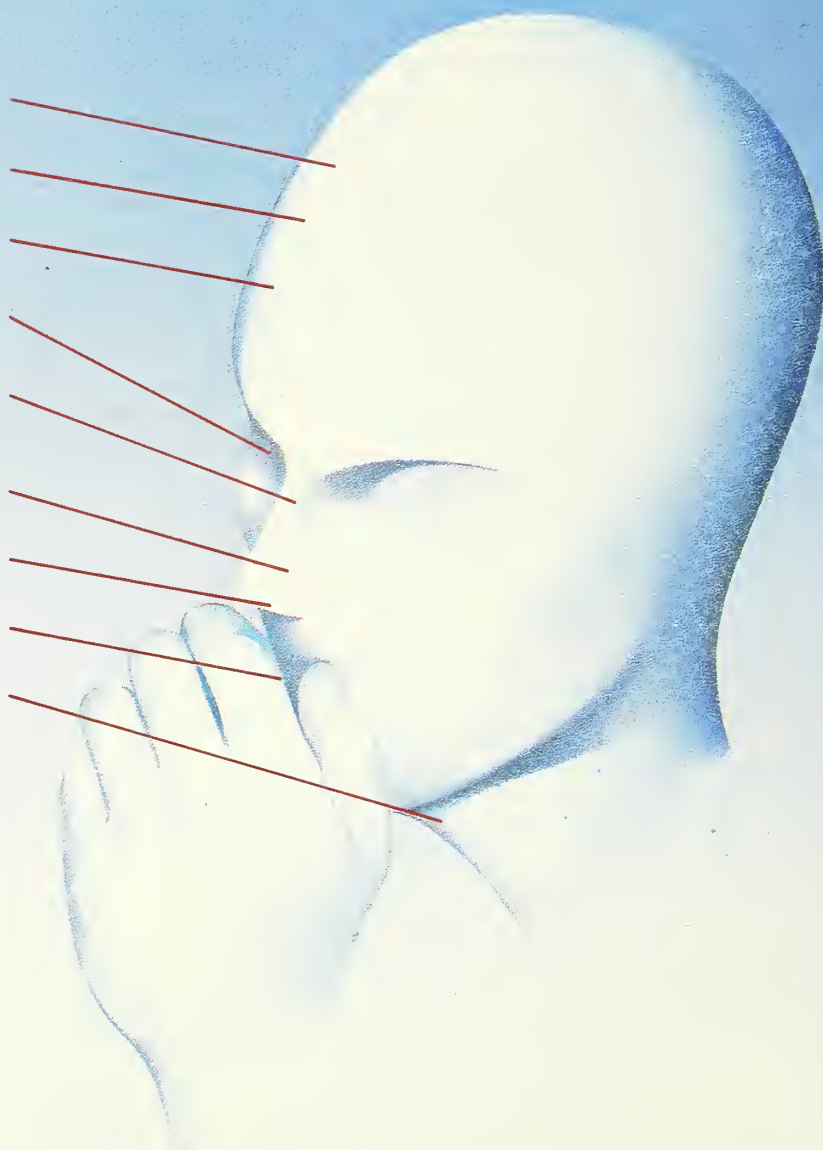
I therefore urge that any compensation must take into account the extra funding required to subsidise this "instant Government policy."

However if my bank manager is not impressed by my clippings, then at least I won't have to bother writing any more letters to *C&D*.

A. Williams
Swansea

More Letters on p393

Fever
Headache
Aches and pains
Watery eyes
Nasal and
sinus congestion
Sneezing
Runny nose
Cough
Sore throat



A unique package of symptoms demands a unique package of relief

New Comtrex is a breakthrough from Bristol-Myers, one of the world's top ten pharmaceutical companies.

Comtrex is formulated to relieve all the major symptoms of coughs and colds and will receive full television advertising support.

Comtrex contains paracetamol to reduce headache, pain and fever, phenylpropanolamine HCl to clear sinuses and nasal passages and chlorpheniramine maleate which relieves sneezing and a runny nose with minimal sedative and gastro-intestinal side-effects.

With the highly effective antitussive, dextromethorphan HBr (selected as an alternative to codeine to reduce the risk of sedation), the Comtrex tablet adds up to a unique package of daytime relief. But Comtrex is also available in capsule and liquid form to suit your customers' needs at any time - day or night.



NEW

COMTREX*



BRISTOL-MYERS PHARMACARE*

LETTERS

Continued from p391

LPCs as forum

The members of this Committee are unanimous in expressing great concern over ideas now being aired in the higher echelons of pharmacy.

When Professor Beckett first mooted the idea of batch numbers appearing on dispensed medicines, he wisely associated it with "unit-package" dispensing, but now the Society's Council seems to be contemplating application to broken bulk as well. We really believe that such a procedure would be impossible to implement because of the time involved and urge that the idea be forgotten forthwith.

Other points to be discussed at a recent meeting of this Committee included the keeping of patients' medicine records and the issue of record cards. Also debated was the question of machine labellers for medicines. Inquiries about the latter amongst pharmacists in Gloucestershire suggest confusion increasing in inverse ratio to the number of days left until January 1, 1984. Further, the newly announced "claw-back" will make the wise choice of a labeller even more difficult. If the experience of one of our Committee members is to be taken as an indication of the reliability of some systems now being offered, then much more time is needed to perfect them. It is for these reasons that we feel that the deadline of January 1984 for machine printed labels should be extended for at least another year.

May we suggest that Local Pharmaceutical Committees are in a unique position in having personal contact with contractors and can probably better define the factors souring the soil around the grass roots than can other organisations. What do other LPCs feel about these issues?

T.H. Davies,
Chairman, Gloucestershire LPC,
Cirencester.

Referendums

The editorial comment in last week's *Pharmaceutical Journal* does a disservice to pharmacy by equating the use of the referendum to Nazi Germany. It is truly amazing that so much space is given to condemning referendum. What does the *PJ*, the Council and establishment fear — the wish of members to express their views? Surely the object is to encourage expression of members' views.

Sayings by historical figures are quoted as though gospel truths. Just as many could be quoted by eminent persons with the opposite viewpoint. These

sayings cloud the issue, are red herrings and a smoke screen. However can we quote the facts:-

☐ The Branch Representatives Meeting passed a resolution on the single transferable vote system, which the Council ignored. Could it be expected otherwise from a Council elected by STV system? To put it bluntly, nobody can be expected willingly to "cut their own throat".

☐ There is a lack of communication between Council and members.

☐ There is considerable apathy which is not enhanced by the attitude of "Big Brother knows what is best".

No one is seeking the Council to abrogate its powers, and the use of referendum on every occasion.

This is an issue affecting every member, rejected by Council, and an opportunity should be given to members to express their views. If the opportunity is not taken by members, then responsibility for courses of action must rest on their shoulders.

The question of application of a referendum and democracy can always be argued. Sufficient be it today that in the birthplace of democracy, the Greek City States, everyone had the right to speak, to assemble, to express views and vote on vital issues.

Mervyn Madge

St Budeaux, Plymouth

Mr Madge is himself a member of Council. The *PJ* reference to Nazi Germany was a quotation from Clement Attlee, the former Labour leader — Editor.

Cut to the quick

The body which should have lead the campaign against the Government's ethical price cuts is the Pharmaceutical Society.

If, from its very beginning the Society had made its first priority: "The protection and promotion of the interest and welfare of every pharmacist," then we should not be in our present sorry state.

By now the Society would be far too formidable for any governmental department to dare perpetrate the monstrous injustice which has just put upon us by the National Health Service.

K.M. Fallows

Chorley, Lancashire

Basic principles

I must commend you on your editorial in the August 20 issue of *C&D*. Events have confirmed my forecast of "a rough ride ahead" in a letter you kindly published in the August 6 issue.

Both wholesalers and retail contractors must face up to the fact that there is but one common "enemy" — the Treasury. One can omit the drug manufacturers (doing very nicely thank

you!) who are the original cause of discounting by ignoring RPM.

Much damage will be done by the Government cuts and clawbacks, resulting in depreciating service. Those most affected will be spending more time juggling with their finances, instead of carrying out their prime purpose — trying to practise pharmacy and attend to the sick. (PSGB take note). It proves that politicians are incapable of applying the fundamental principle of the NHS — medical and health care for those who genuinely need it.

Meanwhile, our negotiators' task is to obtain proof that some, if not all contractors are receiving inadequate reimbursement of costs in providing our service — discount or no discount!

J.C. McClellan

Stanley, Wakefield.

Mortar — or mug?

Having for years consigned low-priced offers of generics to the rubbish bin and anticipating a Scottish clawback — I feel that a suitable logo for pharmacy is a MUG!

A.C. Florence,
Angus.

Union power

The recent dictatorial treatment of PSNC by the Department of Health, over the clawback of "excess" profits, proves (if proof were needed) that our negotiators are, unfortunately, powerless.

Isn't it about time be brought in some professional negotiators to deal with these bureaucrats who, in all probability, have no business experience at all and could not make a profit out of an ice-cream parlour in an August Bank Holiday heatwave?

I am thinking primarily of ASTMS and Mr Clive Jenkins. While many of us (myself included) may not share Mr Jenkins' political beliefs, his track record as a negotiator of fair wages and conditions for his members is impeccable.

We are now in desperate circumstances with no help in sight from our profession's current leaders, and the clear prospect that the Department will continue to grind us down in the future. If the majority of our profession joined ASTMS (perhaps via membership of the NPA, which *used* to be our union) we might get a little more respect and attention from the Department.

The wholesalers and the large multiples, which have also suffered from this latest rip-off, might also consider joining forces with us. Of course, it may mean that ASTMS will eventually advise us to take strike action in order to get a fair deal. But have we really anything to lose now?

Peter Bebbington
Wolverhampton



AT LAST THE JUICE TEAT

Whether a baby is breastfed or bottle fed, by the time he is one month old he will both enjoy and benefit from regular juice drinks.

So what could be a more natural way to give juice to a baby than with his own special Juice Feeder?

And naturally the new Juice range is unique to Nursery. The very latest in the Nursery range of products by Griptight, the Juice range is poised to open up a refreshing new market opportunity for you.

The new Juice Teat is made from soft moulded rubber and is specially designed to cope with anything from diluted syrup to natural fruit juices and extracts. Hygienically sealed in see-through blister packs, they are supplied in outers of 15, giving you a colourful pop-up counter display.



There's a 125ml Juice Feeder too, attractively decorated with a fruit pattern so mothers can easily distinguish it from their milk feeders.

And probably the brightest idea of all! The Juice Trainer. Absolutely unique, the Juice Trainer attachment fits neatly onto the Juice Feeder and simply takes the place of the teat, giving a brand new drinking vessel that bridges that vital gap in the market between teat and training cup.

Cleverly shaped to fit the mouths of young babies, the Juice Trainer is designed to help babies progress in feeding development.

And mouthwatering new packaging will ensure that very soon mothers will be automatically asking for Nursery Juice products when they buy their baby drinks. It's only natural.

Talk to your wholesaler now. And get just a taste of the rich pickings to come.

NURSERY
A RANGE OF PRODUCTS BY GRIP TIGHT

BABIES DON'T JUST DRINK MILK.

AT LAST THE JUICE TRAINER



The Nursery range of products includes teats, nipple shields, feeders, soothers, disposables and baby wipes. Further details of all our products can be obtained from Karen Brazier, Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel: 021-472 4211.

BUSINESS AND THE ECONOMY

Compiled by the Benn Business Research Department

Warning signs from the High Street

The latest official statistics paint a worrying picture of the business outlook. Production has fallen sharply, the annual rate of inflation has started to rise again, and signals are coming from the High Street that the consumer spending spree may be starting to falter. Now, the possibility that the Government will be forced to put up short-term interest rates to counter growth of the money supply — restricting industrial recovery and job prospects in the process — looks increasingly likely to many economic observers.

Britain's consumer-led recovery now appears set to peak sooner, and at a lower level of activity, than had previously been forecast. The reason is that consumer spending will come under growing pressure in the months ahead, as rising inflation starts to squeeze the real value of incomes. And the other essential ingredients for a sustained recovery — higher output from industry, fatter export order books, and more capital investment — are all missing.

The Central Statistical Office's leading indicators of the economy, which predict changes a year ahead, give little cause for cheer either. They were virtually unchanged between April and July, suggesting at best some hesitation in the previously well established upward trend.

Chemists' sales up 16 per cent

In the meantime, retail sales are buoyant. According to provisional estimates, the amount of money finding its way into retailers' tills in July was the same as the average for the second quarter. In the three months to July, the level was 6 per cent higher than in the same period last year.

And chemists are continuing to enjoy the benefits of the mini-boom. The value of their sales in June was 8 per cent higher than in June 1982 (at current prices) and 16 per cent more than in May this year.

Figures for the volume of sales by non-food retailers in June indicate little change compared with May, but the index for mixed retail businesses moved up one point to 116 (1978 = 100).

According to the Central Statistical Office, consumer spending was up 1½ per cent in the second quarter, and 4½ per cent more than a year ago. But signs are emerging that consumer spending may be starting to flatten out. The July estimate shows a decline, for the first time in six months, of just under ½ per cent, in the

volume of retail sales since June.

Price rises start to climb

News on inflation is also causing concern and will be watched closely in the next few months. The all-item retail price index climbed to an annual rate of 4.2 per cent

in the 12 months to July, up from 3.7 per cent in June. Prices generally are expected to rise by an average of 5% in 1983 and 7 per cent in 1984.

Meanwhile the retail price index for medicines and toiletries fell from an annual rate of increase of 6.9 per cent in May, to 6.2 per cent in July. Looking at price changes in the pipeline, the new producer price index, which replaces the Department of Trade and Industry's wholesale price data, puts manufacturers' prices for pharmaceutical products rising at a 6.2 per cent yearly rate in July; the price of toilet preparations rose at about 4½ per cent.

Pharmaceutical manufacturers had to pay more for their raw materials by an annual rate of 5.5 per cent while perfume, cosmetic and toiletry businesses had to pay 4.7 per cent more.

Pharmaceutical imports rise

In sharp contrast to the overall level of industrial output which declined 1¾ per cent from May, emphasising the feeble

Continued overleaf

Business statistics

Prices and costs

		Latest data	Previous data	% change on year
Retail prices (January 1974 = 100):				
all items	Jul	336.5	Jun 334.7	4.2
medicines, surgical goods, toiletries	Jul	344.1	Jun 343.8	6.2
Wholesale prices (1980 = 100):				
manufacturing industry	Jul	124.8	Jun 124.6	5.5
chemicals industry	Jul	119.3	Jun 118.4	5.4
pharmaceutical products	Jul	128.1	Jun 127.0	6.2
toilet preparations for men	Jul	129.2	Jun 127.2	4.4
other toilet preparations	Jul	125.1	Jun 123.8	4.7
surgical dressings etc	Jul	129.9	Jun 129.8	7.4
photographic chemical materials	Jul	115.6	Jun 114.7	5.3
Average earnings* (January 1976 = 100):				
distributive trades	May	252.2	April 243.6	11.0
chemicals and allied industries	May	252.6	April 246.9	9.8

Output

Manufacturers' sales* (current prices) £ thous:				
pharmaceutical preparations	1st qtr	513,840	4th qtr 520,080	9.1
pharmaceutical foods and food additives	1st qtr	6,097	4th qtr 5,856	6.1
pharmaceutical chemicals	1st qtr	74,346	4th qtr 63,804	17.9
toilet preparations	1st qtr	197,800	4th qtr 230,900	11.6
Exports* (current prices) £ thous:				
pharmaceutical chemicals and preparations	1st qtr	237,185	4th qtr 232,967	2.1
toilet preparations	1st qtr	58,716	4th qtr 56,793	24.6
Imports* (current prices) £ thous:				
pharmaceutical chemicals and preparations	1st qtr	118,668	4th qtr 105,077	34.9
toilet preparations	1st qtr	27,204	4th qtr 24,409	24.5

Sales

Total consumer expenditure (1975 prices) £m	2nd qtr	18,800	1st qtr 18,460	4.6
Retail sales* (value) per week (1978 = 100):				
all retail businesses	June	159.1	May 159.1	10
chemists	June	176	May 152	8

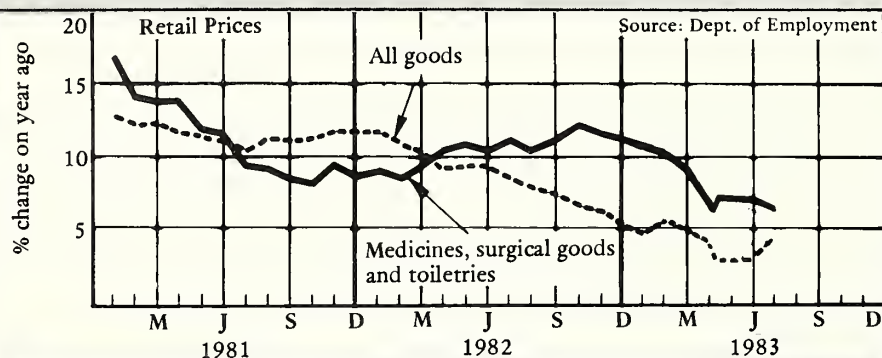
Business conditions indicators

Average earnings index (1976 = 100)	June	241.45	May 239.3	7.8
Capital expenditure (1980 prices) £m:				
distribution	2nd qtr	917	1st qtr 900	1.3
Stock changes (1980 prices) £m:				
wholesaling	2nd qtr	8	1st qtr -32	—
retailing	2nd qtr	-132	1st qtr 36	—
Unemployment (UK) per cent				
July	July	12.4	June 12.4	3.3
Live births (England, Wales and Scotland)	June	54,921(4wks)	May 54,148(4wks)	—

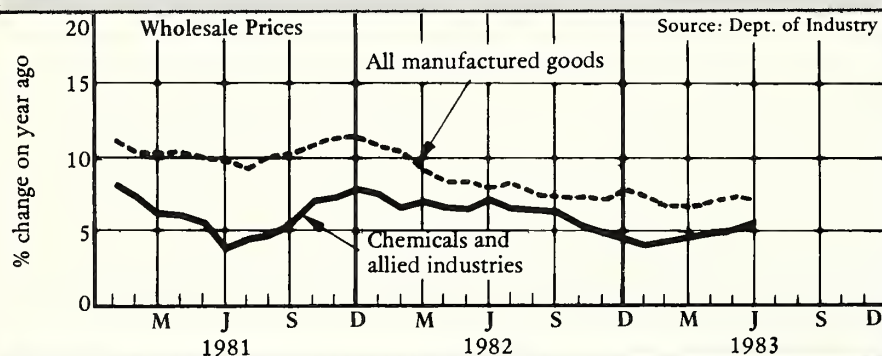
Sources: Central Statistical Office. Department of Employment. Department of Industry. HM Customs & Excise. OPCS. All figures seasonally adjusted except where marked*

BUSINESS AND THE ECONOMY

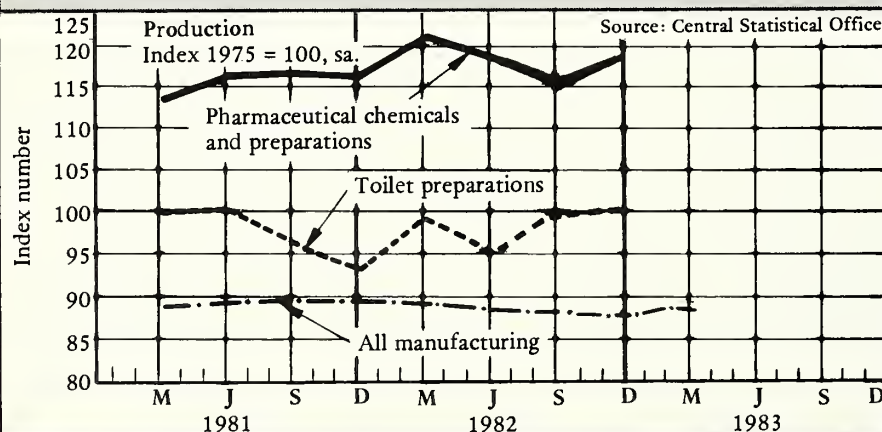
Medicines and toiletries retail price increases steady



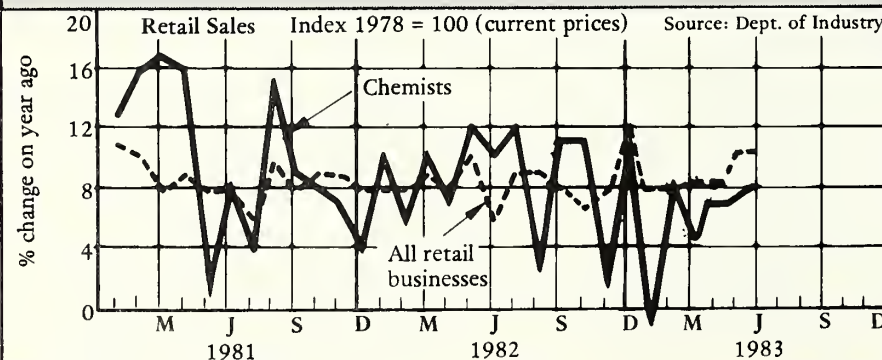
Chemical wholesale prices rise



Toilet preparations output increases



Value of retail chemists' sales catches up



Continued from previous page

Pharmaceutical imports rise

recovery of output, manufacturers' sales of pharmaceutical chemicals soared nearly 18 per cent between the first quarter and the same time a year ago. Toilet preparations increased by 11.6 per cent over the same period.

However, imports of pharmaceutical materials climbed 35 per cent in the first quarter compared with the same time last year, while exports scored only a 2 per cent gain.

Industry prospects at risk

Pharmaceuticals are one of only two sectors of the British chemicals industry with above-average prospects, according to a new National Economic Development Council report. And only pharmaceutical manufacturers will have the necessary potential to leap-frog the competition through new products and new technology.

But, the report warns, Government health-care budgets and policies may jeopardise the industry's present strength and success. Measures to limit expenditure on drugs could be positively harmful to the industry "and should therefore be avoided".

Retail stocks fall

Retailers' stocks fell sharply in the three months to June, according to Department of Trade and Industry figures. Following an increase of around £35m (at 1980 prices) in the first quarter, stocks shrank by an estimated £132m (about 1.8 per cent) in the second.

Wholesalers' stocks, however, increased by almost £10m, following a £30m decline in the first three months of the year.

New credit advanced by finance houses, other specialist consumer credit grantors and retailers totalled £900m in June. In the second quarter 18 per cent more new credit was advanced than a year earlier; the total amount outstanding was £12,337m — 21 per cent more than the year before.

Capital investment by the distributive industries grew by nearly 2 per cent between the first two quarters of the year to stand at £917m (1980 prices). Investment in the second quarter of 1982 was £810m. ■

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Slender, Regular, Super and Super Plus Tampax tampons.

Macarthy's offer Choice with PDT to follow

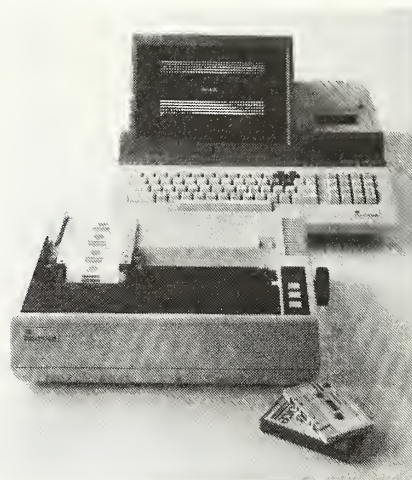
Macarthy's launched their computer labelling system last week. Called Choice, it is based on the Sharp MZ80 micro with an Epson printer, and software developed by Park Systems. A portable data terminal is coming shortly and will be exhibited at the British Pharmaceutical Conference.

Explains Mike Wheeler, Macarthy's marketing manager: "We want to give the chemist choice. Our concept is to give the chemist a whole package of things which he may or may not be able to integrate into his business." Apart from the labelling program software packages are available for word processing and purchase ledger (the VAT return is acceptable to Customs and Excise).

A modified Park system?

The labelling program, which is cassette loaded, is the same as that offered by Park Systems with a few modifications. The top 80 lines can be numbered for quick recall, and up to 1,000 products can be held in file (500, with their associated PIP codes are provided on delivery). Warning codes, of which there are 18, come up automatically if the drug in question is on file. The file, the top drugs and six of the warning codes are user amendable. An order memo button tells the computer to memorise an item for ordering. The "wants" list can either be called up on screen or printed out.

Park Systems and Macarthy's have signed a franchise agreement for the



supply of the equipment and program. The hardware and program can be supplied immediately, but there is a delay of four weeks while addressed labels are printed. There is no facility for this on the software. The price of the Choice system is £1,395 (ex VAT) and this includes a year's free maintenance (thereafter £95 a year). The NPA discount of 10 per cent will also be available to NPA members.

A development of the system, with batch number recording and fully integrated stock control will be released at the BPC. A retailer committee has been set up by Park Systems to check all the new software and make suggestions for further development. *Macarthy's Ltd, Chesham House, Chesham Close, Romford, Essex RM1 4JX.*

More training urged to cut shop theft

A Home Office report criticises small retailers for paying too little attention to shoplifting and theft by their own staff.

"They are lagging behind bigger shops in security consciousness," says the review from the Standing Committee on Crime Prevention.

"Thefts by shop staff continue to present a major problem to retailers, even though some believe such thefts cost them more than shoplifting."

A survey of 2,500 retail outlets showed most are pursuing the Committee's 1973 recommendations for preventing theft. Now the report urges shopkeepers to give more time to staff training, stock control, till procedures and receipting. It endorses the American practice of placing all customers purchases in a bag stapled shut

with the receipt attached.

The report calls for more publicity directed specifically at small businesses, including a common standard of training for "in house" store detectives, the creation of anti-theft groups in towns, and early warning schemes to alert shopkeepers to shoplifters and fraudsters.

Shoplifting offences increased by more than 16,950 in 1981 to over 242,300 last year; many more were undetected, the report believes.

But the Committee is not prepared to recommend a change in the criminal law dealing with shop theft. Instead it proposes a more consistent cautioning practice, except for the small percentage of shoplifters who form organised groups or use violence. "They should continue to be met by the imposition of deterrent sentences." *Shoplifting and thefts by shop staff — a review by the Home Office Standing Committee on Crime Prevention 1983, HMSO, price £2.75.*

Ransom improve on half-year figures

William Ransom have reported profits of £272,079 for their financial year ending March 31 — a significant improvement on the gloomy half yearly result of £65,000, says the company. But these profits compare unfavourably with last year's figure of £403,834, even though the company did see an increase in home sales by £465,341 during 1983.

The company points out that the upturn in UK business was mainly due to the launch of around a dozen OTC medicinal products in October 1982. Now sales of those — including kaolin and morphine, paediatric paracetamol elixir and codeine linctus — are making themselves visible. A further three OTC products are soon to be launched: liquid paraffin, paediatric kaolin and magnesium trisilicate mixture, with more in the pipeline.

Turnover for the financial year was down from £3,446,349 to £3,329,817 with exports at £1,123,351 making a third of the company's business compared with £1,705,224 in 1982 — about a half of total turnover. However, the first four months of this year, although sluggish, have been encouraging with turnover up by 22 per cent, according to the annual report. Ransom say they will be approaching the next full year results with caution.

Grundy demise will not affect Link

Grundy, the manufacturers of the New Brain computer, basis of Vestric's Link system, are going into liquidation.

Vestric stress however that this will not hold up the Link programme and an alternative manufacturer has been found to supply hardware. Vestric have over 2,300 level 1 Link units in use at the present time, and about 50 level 2 systems in operation.

They are planning to increase the rate of installation to 30-50 a week from now on, and they have 500 systems on order. They expect demand during October and November to be heavy.

Record drug exports

A boost in pharmaceutical exports for the first half of this year means a record £534m for the industry. But due to imports rising by more than 30 per cent from £172.29m in 1982 to £227m, the final balance of trade surplus stands at £307m compared with £329m for the same period last year. This result, however, is still enough to rank as the fourth largest contribution to the economy — behind only North Sea oil, power generating equipment and transport equipment. *ABPI, 12 Whitehall, London SW1.*

APPOINTMENTS

■ **Rowenta UK Ltd:** Clay Poynton has been appointed sales representative for the South West and South Wales regions.

■ **Cow & Gate Ltd:** Mark Ralph becomes senior product manager on Premium and Plus baby milks, specialised formula foods and ready-to-feed products.

■ **British Tissues Ltd:** Steven Ley and Mark Prangell have been appointed product manager and assistant product manager respectively of household products.

■ **Wilkinson Sword Group Ltd:** Malcolm Niven is appointed general sales manager of the UK shaving division. Mr Niven began his career with F.W. Woolworth before moving to Finefare as supermarket manager. More recently he worked as general sales manager with Smith & Nephew.

■ **Smith Kline & French Ltd:** Mr Stewart Heron is appointed commercial manager with SKF's UK marketing division. He succeeds Mr Bob Roberts who retires after 21 years with the company. Mr Heron joined SKF in 1964 as a medical representative. He was a regional manager for the North West and South

East prior to his former position of senior product manager.

■ **Animal Health Trade Associations Group:** Mr Dennis S. Papworth has been appointed independent secretary. Until September 1982 Mr Papworth was head of the pesticides registration department at the Harpenden Laboratory of the Ministry of Agriculture, Fisheries and Food. He now runs a private consultancy practice and is an associate consultant for several national and multinational organisations.

COMING EVENTS

PSNI dinner for Billy Gorman

The Pharmaceutical Society of Northern Ireland is holding a dinner to mark the recent retirement of Mr Billy Gorman after 37 years as its secretary. The venue is the Conway Hotel, Dunmurry, Belfast on Wednesday, September 28, 8 for 8.30pm.

Members of the Society and their guests are most welcome to attend and should contact the PSNI office without delay and make reservations. Lounge suits will be worn: tickets are £10 per person. *Pharmaceutical Society of*

Northern Ireland, 73 University Street, Belfast BT7 1HL.

NPA hair 'tonic'

The National Pharmaceutical Association's Autumn series of training courses starts with hair care on September 20. Anne Knott, consultant trainer at Wella, will give practical demonstrations with hair products as well as the theory behind their action.

There are still vacancies for this course which is to be held at the St Albans headquarters (10.15am to 4.30pm). Cost, including lunch and tea, is £22. *NPA, Mallinson House, 40 St Peters Street, St Albans, Herts.*

Advance information

Society of Chemical Industry, 14 Belgrave Square, London SW1, at 1.45pm on October 6. Half day symposium on "Product liability and the manufacturer." Inquiries to the above address, telephone 01-235 3681.

British Institute of Regulatory Affairs, Pharmaceutical Society, 1 Lambeth High Street, London SE1, on October 11. Meeting on "Diagnostics, ophthalmics, devices and dressings." Tickets: members £42.55, non-members £48.30. Applications to Mrs M. Tatt, Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY.

The Royal Society, 6 Carlton House Terrace, London SW1, at 4.30pm on October 20. The Ferrier — Dr L.L. Iverson on "Amino acids and peptides: fast and slow chemical signals in the nervous system?" If attending inform Executive Secretary at the above address, telephone 01-839 5561.

The Aspirin Foundation, Royal College of Physicians, London, on October 24-25. Fourth aspirin symposium entitled "Aspirin — past, present and future." Information from The Aspirin Foundation, 1 Robert Mews, Lowndes Place, London SW1X 8DA (telephone 01-235 4086).

Socialist Health Association, 9 Tavistock Place, London WC1, at 10am on November 5. Autumn conference — The future of the Health Service. Tickets £3, non-waged £1 from SHA, 195 Walworth Road, London SE17 1RP.

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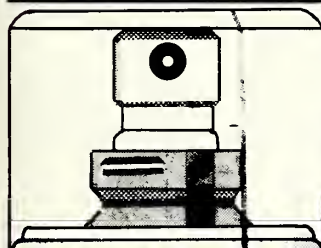
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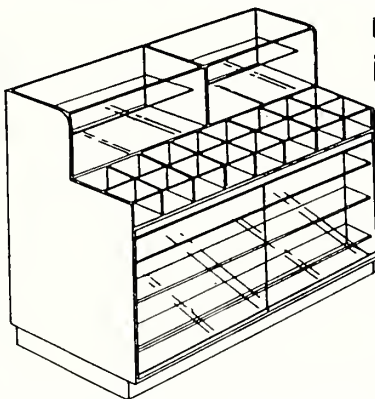


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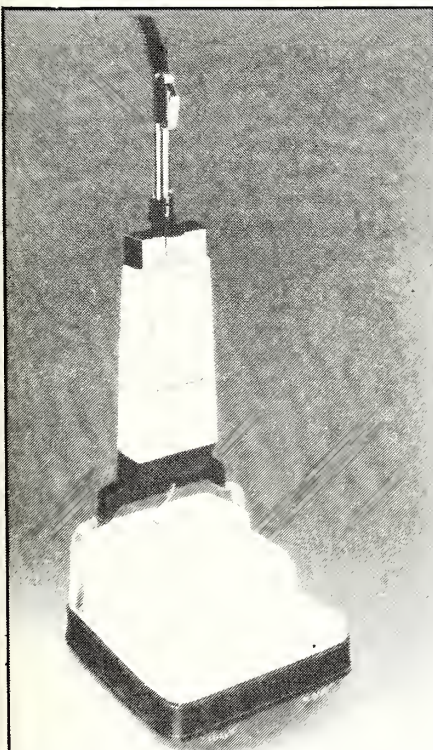
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How does it work?

The Whirlwind is for use on any swept
smooth floor and dispenses cleaning fluid
direct to the brushes.

Scrubbing, vacuuming and drying
takes place in one sweep of the
machine.

A selection of brushes allows you to
cope with anything from quarry tiles or
uneven floors to simple scarifying.
Change to light pads and the machine
spray buffs or polishes to perfection
dispensing a water/polish mixture from
its tank, or finishing polish applied by other
means.

Versatile

The Whirlwind has a track of only
32cms which makes it ideal for cleaning
around furniture, into narrow aisles or

operating theatres.

Disinfectant can be dispensed with
the cleaning fluid for efficient sterilisation.

And because the Whirlwind is such a
lightweight it can be operated with ease
by almost any of your personnel.

**Find out more about the most
competitively priced scrubber/drier/
polisher on the market today.
Post coupon now for details.**

Whirlwind

Trewax Manufacturing Limited,
Unit 11, Cradock Road, Luton LU4 0JF.

Coupon to Trewax Manufacturing Limited,
Unit 11, Cradock Road, Luton LU4 0JF.

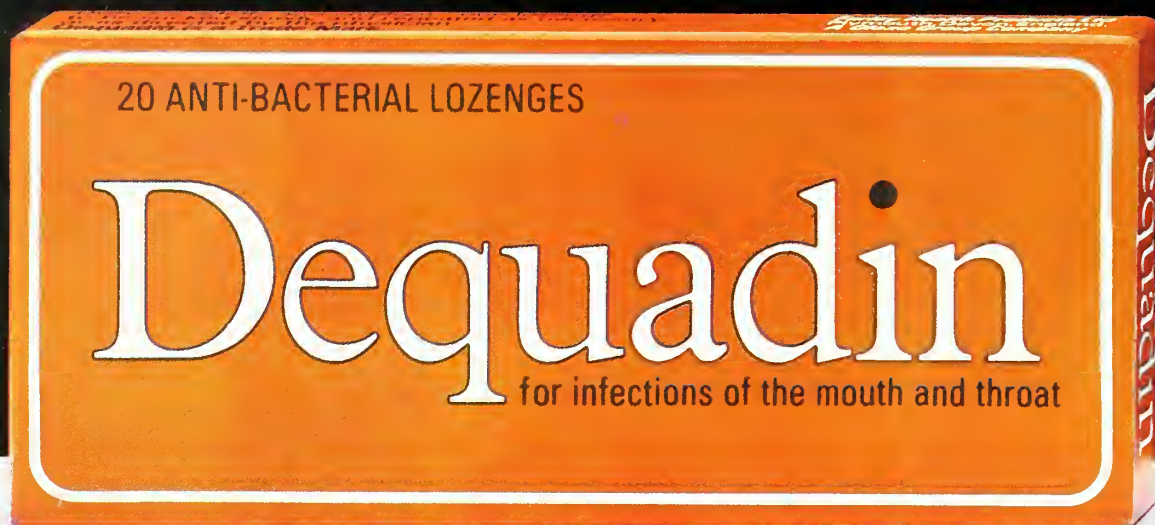
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Soothes sore throats and leaves pharmacists speechless.

Dequadin throat lozenges are both anti-fungal and anti-bacterial.

Which makes them one of the most effective OTC sore throat remedies.

Last winter, we ran an award-winning national press campaign which proved so effective that both volume sales and brand share increased in the peak winter sales period.*

This year, we're repeating that

campaign, reaching 84% of adults an average of 11 times throughout the winter period.

We're also offering you heavy bonuses plus a unique high quality dispensing unit with showcard.

So make sure you stock and recommend Dequadin for sore throats.

Miss out this winter and you won't have a lot to say for yourself.